BROADCASTING

Broadcast Advertising

Vol. 14 • No. 12

WASHINGTON, D. C.
JUNE 15, 1938

Foreign
$4.00 the Year

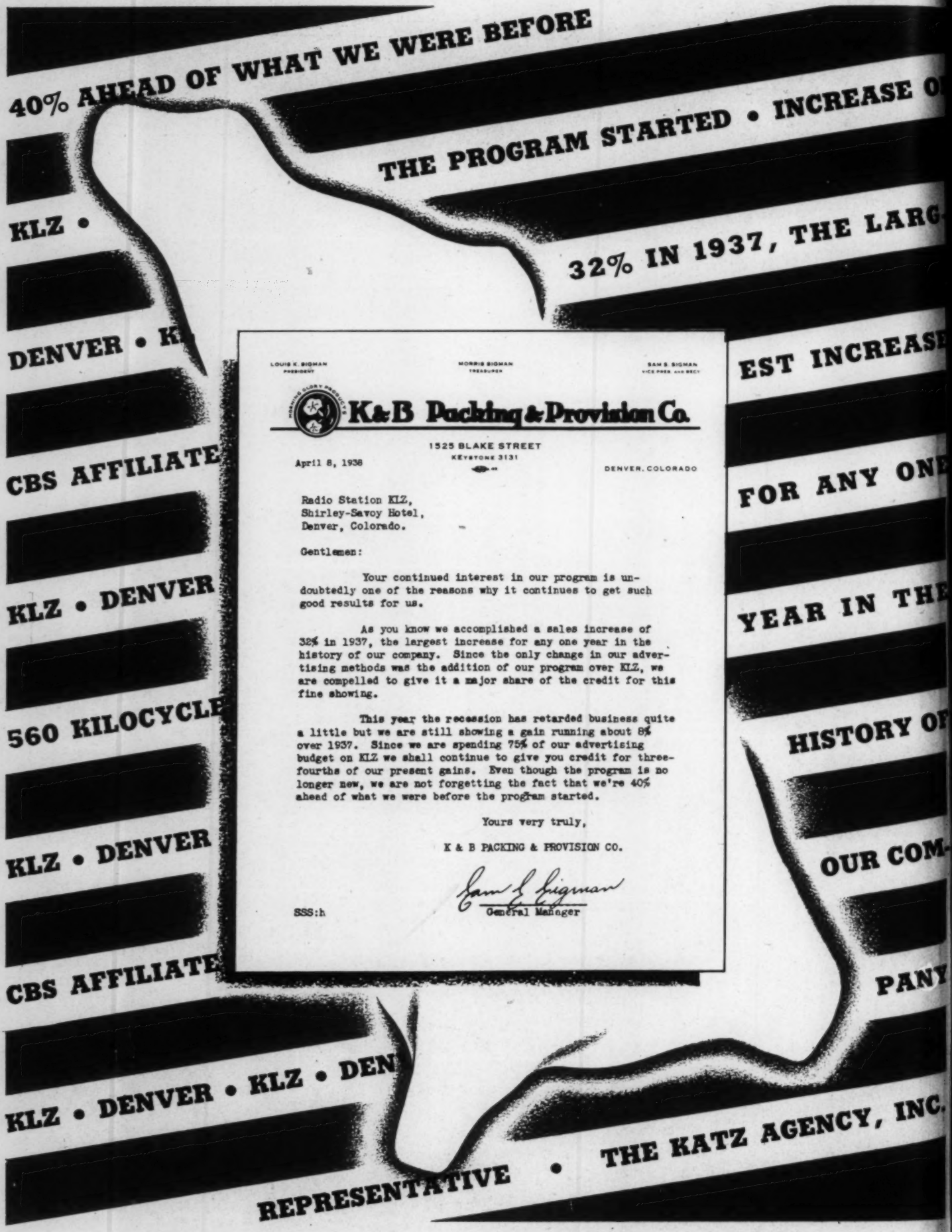
$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

BIG, YES! —AND POPULAR!

WHO for IOWA-PLUS

Des Moines . . . 50,000 Watts J. O. MALAND, Mgr. . . FREE & PETERS, INC., Representatives



LOUIS K. SIGMAN, PRESIDENT — MORRIS SIGMAN, TREASURER — SAM S. SIGMAN, VICE PRES. AND SECY.

K&B Packing & Provision Co.

1525 BLAKE STREET
KEystone 3131
DENVER, COLORADO

April 8, 1938

Radio Station KLZ,
Shirley-Savoy Hotel,
Denver, Colorado.

Gentlemen:

Your continued interest in our program is undoubtedly one of the reasons why it continues to get such good results for us.

As you know we accomplished a sales increase of 32% in 1937, the largest increase for any one year in the history of our company. Since the only change in our advertising methods was the addition of our program over KLZ, we are compelled to give it a major share of the credit for this fine showing.

This year the recession has retarded business quite a little but we are still showing a gain running about 8% over 1937. Since we are spending 75% of our advertising budget on KLZ we shall continue to give you credit for three-fourths of our present gains. Even though the program is no longer new, we are not forgetting the fact that we're 40% ahead of what we were before the program started.

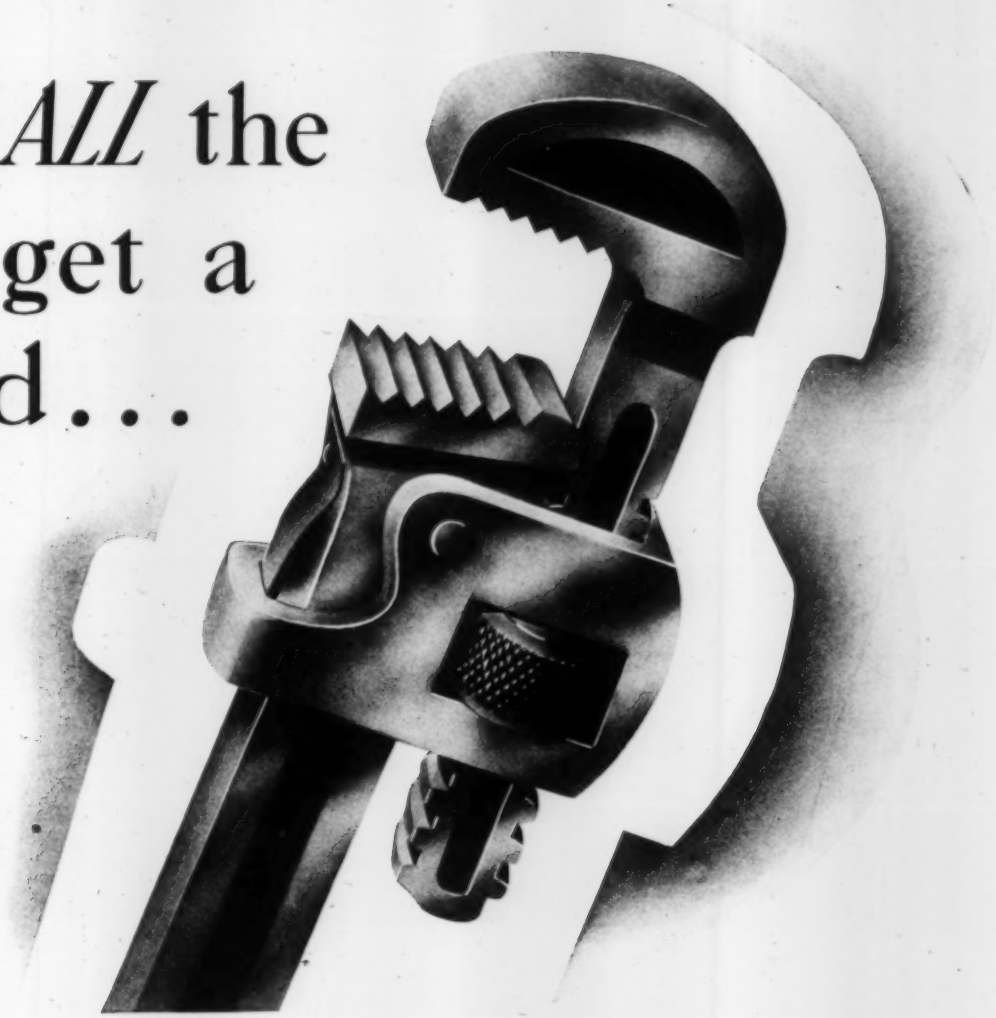
Yours very truly,

K & B PACKING & PROVISION CO.

Sam S. Sigman
General Manager

SSS:h

You need *ALL* the teeth to get a firm hold...



WAAB	Boston
WEAN	Providence
WICC	Bridgeport
	New Haven
WTHT	Hartford
WNLC	New London
WSAR	Fall River
WSPR	Springfield
WHAI	Greenfield
WLBZ	Bangor
WFEA	Manchester
WNBH	New Bedford
WLLH	Lowell
	Lawrence
WBRY	Waterbury
WLNH	Laconia
WRDO	Augusta

Application of grip and leverage over a wide surface is what enables a wrench to turn a pipe in its tightly-threaded joint. The same principle governs in the solution of your sales problem in New England.

Here you will find more than a dozen separate trading areas, each dominated by an urban shopping center, and all together comprising that important unit known as the New England market.

To sell this market effectively and economically it is essential that you apply leverage at all points. This can be done directly through the 15-station facilities listed herewith.

No other group of stations provides such complete, sales-producing service at comparably low cost.

The COLONIAL NETWORK

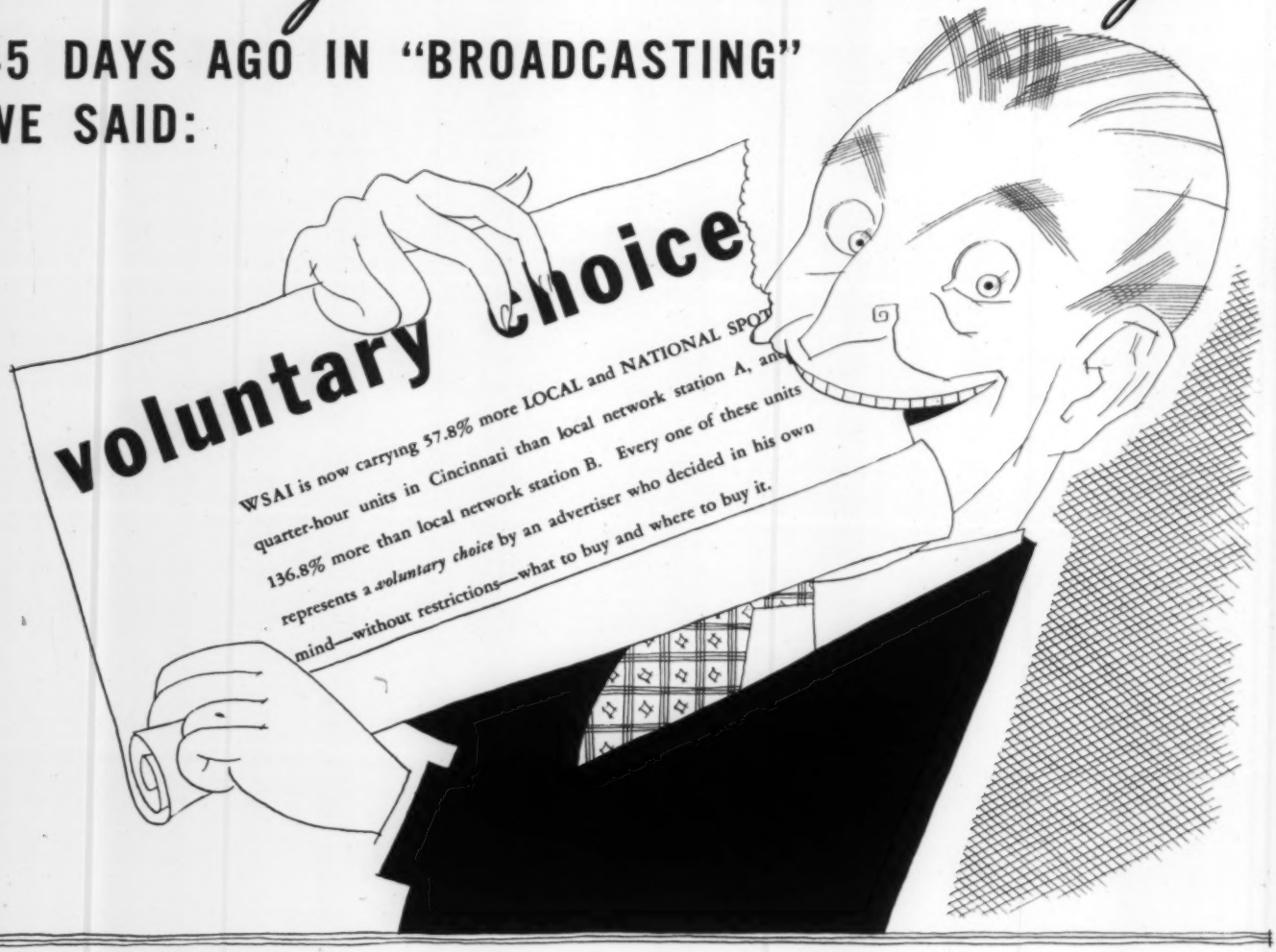
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., *Exclusive National Representatives*

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

We're Eating Our Own Words—and Liking it!

45 DAYS AGO IN "BROADCASTING" WE SAID:


voluntary choice
WSAI is now carrying 57.8% more LOCAL and NATIONAL SPOT
quarter-hour units in Cincinnati than local network station A, and
136.8% more than local network station B. Every one of these units
represents a *voluntary choice* by an advertiser who decided in his own
mind—without restrictions—what to buy and where to buy it.

THIS IS NO LONGER TRUE!

We find that WSAI is now* carrying 106.2% more LOCAL and NATIONAL SPOT quarter-hour units in Cincinnati than local network station A, and 661.5% more than local network station B, or 62.2% more than local network stations A and B *combined.*

*Week of May 29th.

And so *voluntary choice* of WSAI marches on!

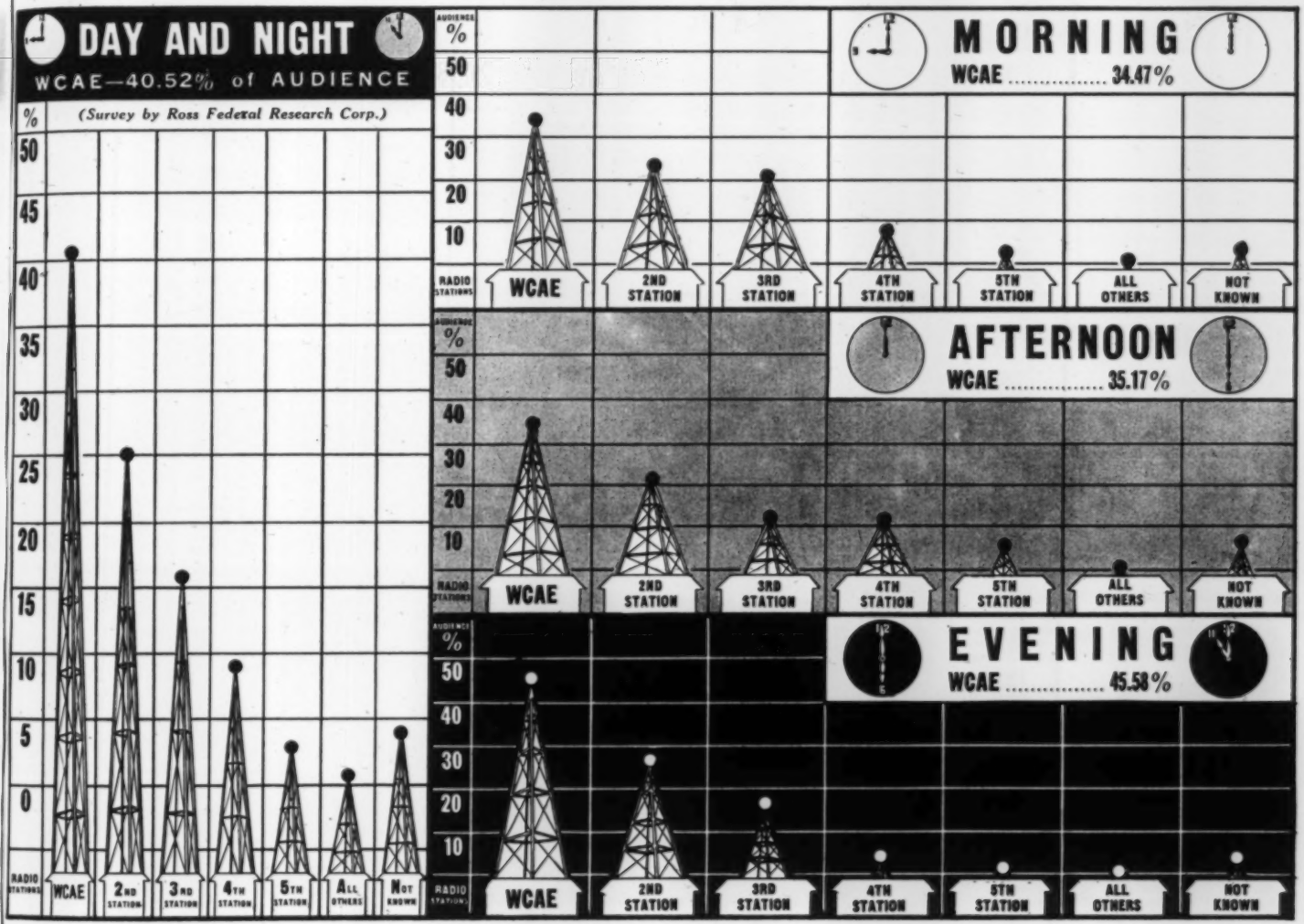
WSAI CINCINNATI

• *National Spot Representative* TRANSAMERICAN

NEW YORK CHICAGO HOLLYWOOD

ROSS FEDERAL SURVEY PROVES WCAE

Has Pittsburgh's Largest Radio Audience



40.52%

OF ENTIRE AUDIENCE FROM 9 A. M. TO 11 P. M.

In Pittsburgh's most recent radio survey—20,029 completed telephone calls, by Ross Federal Research Corporation—during the week ending May 26, 1938, WCAE was the FIRST choice of the listening audience, DAY and NIGHT!

Ross Federal found that 34.47% of the Pittsburgh radio audience, between 9 and 12 noon, listens regularly to _____WCAE!

Ross Federal found that 35.17% of the Pittsburgh radio audience, between 12 noon and 6 p. m. listens regularly to _____WCAE!

Ross Federal found that 45.58% of the Pittsburgh radio audience, between 6 and 11 p. m. listens regularly to _____WCAE!

Ross Federal proved that, for the greatest audience—and greatest profit—your Pittsburgh radio program, or sales message, should be broadcast by _____WCAE!

THE SEAL OF SUPREMACY

NATIONAL REPRESENTATION BY
INTERNATIONAL RADIO SALES
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

Listen Regularly to

WCAE

NBC RED - MUTUAL - NETWORKS

"May I extend aid?"

Pardon us, stranger, but if you are bogged down in the job of making a profit on radio, we're here to help—fourteen fellows in all parts of the nation, who devote our full time to *keeping up with radio.*

Thus if Station A isn't producing properly for you, we probably know the reason and the remedy. If Station B is going great guns, we'll probably know whether the same time and program *will or will not* work in other specific markets . . . And so on. We're not fortune-tellers, of course, but radio is our business—and *we know our business.*

So spill your troubles to our sympathetic ears, and see if we can't give you some ideas. Note that we say "*give*"! — our time is paid for by the top-notch stations we serve.

Exclusive Representatives:

WGR-WKBW	Buffalo
WCKY	Cincinnati
WHK-WCLE	Cleveland
WHKC	Columbus
WOC	Davenport
WHO	Des Moines
WDAY	Fargo
WOWO-WGL	Ft. Wayne
KMBC	Kansas City
WAVE	Louisville
WTCN	Minneapolis-St. Paul
WMBD	Peoria
KSD	St. Louis
WFBL	Syracuse
WKBN	Youngstown

Southeast

WCSC	Charleston
WIS	Columbia
WPTF	Raleigh
WDBJ	Roanoke

Southwest

KTAT	Ft. Worth
KTUL	Tulsa

Pacific Coast

KOIN-KALE	Portland
KSFO	San Francisco
KVI	Seattle-Tacoma

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

CHICAGO	NEW YORK	DETROIT	SAN FRANCISCO	LOS ANGELES	ATLANTA
180 N. Michigan	247 Park Ave.	New Center Bldg.	One Eleven Sutter	C. of C. Bldg.	Bona Allen Bldg.
Franklin 6373	Plaza 5-4131	Trinity 2-8444	Sutter 4353	Richmond 6184	Jackson 1678

BROADCASTING
and
Broadcast Advertising

Vol. 14. No. 12 WASHINGTON, D. C., JUNE 15, 1938 $3.00 A YEAR—15c A COPY

FCC Finds Total Revenue of $114,222,906

Net of $18,883,935 Shown in First Official Analysis; Third of Gross Spent for Programs and Talent

EARNING a net income of $18,883,935 on a total revenue of $114,222,906, the broadcasting industry enjoyed its peak year during 1937, according to the first official analysis of station and network fiscal operations undertaken by the FCC and made public June 6. The analysis, based on questionnaires sent to stations and networks, was undertaken by the FCC as a part of its comprehensive fact-finding study to be employed in connection with both the so-called "superpower" hearings now under way and the impending chain-monopoly study slated for hearing by this fall.

Much information never available heretofore as to station operations, investments, disbursements for talent, telephone line charges and related data was contained in the series of 27 statistical breakdowns prepared by the FCC Accounting Department under the direction of Chief Accountant William J. Norfleet.

Investment Data

While approximately one-sixth of the income for 1937 was depicted as net, this figure related only to time and talent sales during the year with no relationship to investment. The current investment figure for the industry, excluding actual network properties as distinguished from their key stations, was given as $46,240,128, marking the first time such a figure had been adduced on the basis of any survey.

Moreover, from the industry standpoint, the situation that obtained in 1937 is not directly comparable to current or future operations, it was emphasized. During the last month of 1937, the agreement of broadcasters with the American Federation of Musicians became effective, resulting in the payment of about 5% of station income for union musicians. Labor conditions generally have trended toward increased wage expenditures, and the quadrupling of dues to the NAB to finance its enlarged operations similarly has subtracted from station net income.

While no actual experience is yet available, it is thought that, instead of an industrywide figure of some 16% net for 1937, the figure for the current year would be at least 6% lower even if business maintained the same level, which it apparently will not.

The figure on investment in plant and equipment was compiled as of the end of 1937, and therefore did not embrace total costs involved in experimentation and nonrevenue producing operations since the advent of practical broadcasting 18 years ago. Moreover, the $46,240,128 does not include the value of network plant and buildings, which roughly have been estimated unofficially as representing an investment of at least $10,000,000 more.

The breakdowns disclosed that all networks, including secondary networks and key stations, received net revenues of $40,541,062 after commissions and discounts during 1937, with a net income of $6,395,954, an approximate 15½% profit on net sales. Excluding their key stations, network operations yielded $34,669,825, with a net income of $3,471,807, or approximately 10% on net sales.

Capital of all networks, including investments in key stations and in owned and managed stations, aggregated approximately $16,000,000, practically all of which was accounted for in plant and equipment.

Some Show a Loss

Regional networks had a total revenue of $1,826,997, and a net income of only $111,779, or approximately 5% on net sales. The actual identity of these networks was not divulged, but they are understood to include all networks actually in operation aside from the three major national projects —NBC, CBS and MBS.

The only specific class of station showing an actual loss in operations during the year was the limited and daytime regional group, embracing 68 outlets. They showed an operation loss of $19,039 on the basis of a $3,809,346 income. While the statistics did not yield the information, it is estimated that upwards of 150 of the 629 commercial stations covered in the analysis showed red ink.

Approximately one-third of gross revenues of networks and stations, or $32,500,677, was expended for programs and talent, including sustaining programs. Expenditures for communications lines used in program transmission, the bulk of it going to A. T. & T. and its associated Bell System companies, amounted to $7,489,065.

What Networks Paid Stations

Major networks (NBC, CBS and MBS) including key stations had total commercial time sales of $56,192,396 during 1937. Of this amount $15,861,438 was paid to affiliated stations, and $109,291 to other networks. Time sales to advertisers retained by the networks aggregated $40,221,667, but after deduction of commissions and other overhead, the total major network revenue amounted to $38,647,751 from time sales, talent, etc.

In no instance did the figures reveal excessive payroll or salary items in proportion to the business done. Similarly the FCC analysis appeared to coincide in general with the returns made public a year ago by the Department of

ANALYSIS OF BROADCAST REVENUES

Table 1: Analysis of Net Revenues from Broadcast Services and Other Financial Data; Combined Summary Covering All Reporting Networks and 629 Stations Operating on a Commercial Basis During 1937.

Particulars		Amount
(a) Revenues		
1. Network portion of network time sales		$35,812,537
2. Time sales by stations		80,055,694
3. Time sales by stations, paid for commissions, sustaining programs, or other contract method		2,040,742
		$82,096,436
Total time sales by network and stations		$117,908,973
4. Sustaining program sales to stations		60,384
5. Sale of talent, booking commission, and miscellaneous sales		11,264,748
6. Other revenue incidental to broadcasting		1,759,631
7. Rent received for broadcast equipment and other fixed assets leased to others		212,130
Total sales and other revenues		$131,205,866
8. Deduct: Commissions to agents and brokers		16,982,960
9. Balance: Total revenues of networks and stations		$114,222,906
(b) Expenses		
1. Salaries to officers		$ 4,817,466
2. Salaries to others, except program, advertising, and selling staffs		15,616,243
3. Payments for use of communication lines used in program transmission		7,489,065
4. Payments for rent of complete broadcast stations and equipment leased from others		693,438
5. Program and talent expense, including sustaining programs purchased		32,500,677
6. Advertising, selling, and publicity expense		5,551,202
7. Repairs, maintenance, and supplies		2,490,403
8. Light, heat, power, and miscellaneous rents		4,836,527
9. Depreciation of assets devoted to broadcasting		3,936,158
10. Amortization of intangible assets devoted to broadcasting		485,593
11. Taxes applicable to broadcasting (except Federal income taxes)		2,017,696
12. Unclassified broadcast expenses of stations		3,066,323
13. All other general expenses (including rents paid for use of land)		8,155,520
Total expenses		$ 91,656,311
(c) Net revenue from broadcast services		$ 22,566,595
(d) Other income (not included in (a), above)		840,845
(e) Gross income		$ 23,407,440
(f) Deductions from gross income (not included in (b), above)		777,266
(g) Net income before Federal income taxes		$ 22,630,174
(h) Estimated Federal income taxes (deduct)		3,746,239
(i) Net income for the period		$ 18,883,935
References:		
Networks, Table Number 4	(Note A)	$ 3,471,807
Stations, Table 15	(Note B)	15,412,128
Total		$ 18,883,935

(Note A)—Excluding nine network key stations. If they were included, this amount would then be $6,395,954. (See Table Number 2.)

(Note B)—Includes nine network key stations. If they were excluded, the amount would then be $12,487,980.

XUM

Revenue, Expense and Other Income Items of Stations By Class and Time Designation, 1937

(Table 15: Summary of Responses of Broadcast Stations to Commission Order No. 38)

Item	Clear Channel				Regional				Local			Grand total
	50,000 watts or more		5,000 to 25,000 watts		Unlimited		Limited					
	Unlimited	Part-time	Unlimited	Part-time	High-power	Other	and day	Part-time	Unlimited	Day	Part-time	
(Col. 1)	(Col. 2)	(Col. 3)	(Col. 4)	(Col. 5)	(Col. 6)	(Col. 7)	(Col. 8)	(Col. 9)	(Col. 10)	(Col. 11)	(Col. 12)	(Col. 13)
	Stations with Net Sales of $25,000 or more											
Number of stations	29	4	8	9	8	175	46	30	106	8	20	443
Time sales:												
Network	$9,508,283	$432,303	$839,478	$233,087	$599,486	$9,580,920	$70,635	$345,572	$492,333	$10,524	$28,516	$22,141,137
Local	5,176,548	156,823	607,907	664,643	736,368	14,978,025	2,712,971	2,525,901	5,350,141	292,532	822,806	34,024,665
National spot	10,038,441	956,760	716,086	475,711	579,727	8,235,765	776,707	618,826	644,955	6,159	67,999	23,117,136
Total	24,723,272	1,545,886	2,163,471	1,373,441	1,915,581	32,794,710	3,560,313	3,490,299	6,487,429	309,215	919,321	79,282,938
Talent and miscellaneous sales	2,136,458	336,139	162,824	120,983	96,320	2,264,418	187,932	155,070	239,849	7,767	23,932	5,731,692
Gross sales	26,859,730	1,882,025	2,326,295	1,494,424	2,011,901	35,059,128	3,748,245	3,645,369	6,727,278	316,982	943,253	85,014,630
Less: Agency commissions	2,564,441	44,221	124,993	83,710	153,352	2,314,702	277,609	329,369	201,858	16,049	68,106	6,178,410
Net sales	24,295,289	1,837,804	2,201,302	1,410,714	1,858,549	32,744,426	3,470,636	3,316,000	6,525,420	300,933	875,147	78,836,220
Expenses:												
Salaries to officers	520,821	80,931	47,926	78,852	73,852	1,969,463	271,058	242,093	625,284	26,677	93,010	4,029,967
Salaries to all others (except employees included under program expenses as detailed below)	2,421,138	156,392	318,399	209,181	334,207	5,483,620	660,758	625,084	1,415,357	53,846	167,847	11,845,829
Payments to national representatives, and other time brokerage commissions	516,284	53,996	56,461	74,549	61,998	1,046,140	112,876	76,943	198,839	275	20,830	2,219,191
Program expenses	6,509,871	585,802	506,096	347,364	399,816	8,187,038	1,077,771	828,658	1,589,087	70,779	222,112	20,324,394
Program and talent expenses—Extraordinary	332,450	-	42,106	-	19,301	184,562	198	11,460	14,493	-	572	605,142
Advertising, sales promotion, miscellaneous selling and publicity	893,538	76,895	66,825	81,999	87,346	1,291,094	193,089	165,588	314,546	11,074	37,245	3,219,229
Repairs, maintenance and supplies	558,220	17,817	49,640	36,172	51,890	947,592	137,751	96,643	168,881	7,728	23,622	2,096,964
Light, heat, power and miscellaneous rents	1,083,773	37,360	65,492	72,177	76,812	1,040,472	137,925	105,532	186,575	12,145	53,676	2,871,939
Rent for broadcasting equipment leased from others	138,955	140,676	1,264	5,189	1,500	324,838	15,991	8,400	16,454	201	3,420	656,893
Wire costs	378,433	56,785	24,569	40,648	47,048	742,658	114,168	114,235	227,817	10,472	22,010	1,778,843
All other general expenses not detailed above	1,229,474	82,241	125,961	142,358	171,131	2,520,988	393,474	338,416	627,491	48,655	67,501	5,747,680
Depreciation	862,425	18,186	60,806	68,086	157,603	1,454,295	170,900	166,941	317,344	15,604	42,497	3,334,687
Amortization of intangibles applicable to broadcasting	21,901	20,000	3,318	1,563	-	103,030	7,097	7,270	30,727	-	275	195,181
Taxes (applicable to broadcasting, Except Federal income taxes)	358,403	26,454	35,627	23,858	34,804	645,979	71,393	56,326	119,445	4,692	21,462	1,398,443
Total expenses	15,825,686	1,353,535	1,404,490	1,181,996	1,517,308	25,941,769	3,364,449	2,843,589	5,852,340	262,148	776,082	60,323,302
	All Commercial Stations											
Number of stations	29	4	8	10	8	188	68	37	187	35	50	624
Net sales	$24,295,289	$1,837,804	$2,201,302	$1,422,263	$1,858,549	$33,037,389	$3,809,346	$3,402,676	$7,800,050	$658,982	$1,326,068	$81,649,718
Total expenses	15,825,686	1,353,535	1,404,490	1,205,218	1,517,308	26,249,543	3,828,385	2,939,769	7,190,347	652,967	1,222,467	63,389,715
Net revenue from broadcasting services	8,469,603	484,269	796,812	217,045	341,241	6,787,846	d 19,039	462,907	609,703	6,015	103,601	18,260,003
Rent from broadcasting equipment leased to others	-	58,338	-	-	-	50,117	21	4,049	7,483	1,750	796	122,554
Total broadcasting services income	8,469,603	542,607	796,812	217,045	341,241	6,837,963	d 19,018	466,956	617,186	7,765	104,397	18,382,557
Other income	152,563	7,009	5,380	15,576	7,914	178,300	12,694	9,152	28,434	579	38,263	455,844
Gross income	8,622,166	549,616	802,192	232,621	349,155	7,016,263	d 6,324	476,108	645,620	8,344	142,660	18,838,401
Income deductions	196,591	42	2,743	72,326	7,475	281,911	34,896	24,684	69,819	16,342	45,308	752,137
Net income before Federal income taxes	8,425,575	549,574	799,449	160,295	341,680	6,734,352	d 41,220	451,424	575,801	d 7,998	97,352	18,086,264
Estimated Federal income taxes (deduct)	929,019	72,295	107,124	56,424	44,501	1,207,668	42,906	81,321	114,774	5,549	12,575	2,674,156
Net income	7,496,556	477,279	692,325	103,871	297,179	5,526,684	d 84,126	370,103	461,027	d 13,547	84,777	15,412,128

d—Deficit or other reverse item.

NOTE A:—Of the 624 responses accounted for in this table, 5 cover 2 stations each. Thus the table actually embraces data for 629 stations.

NOTE B:—The term "part-time" as used in this table refers to share-time and specified-hour stations.

Commerce following its questionnaire survey of broadcasting fiscal operations for the year 1935 insofar as major brackets of income and expense are concerned.

While the FCC analysis was undertaken especially for the purposes of the superpower and chain-monopoly inquiries, it is entirely possible it will be made annually, but the decision will not arise until late this year or early in 1939.

In offering the welter of material for the superpower hearing record on June 6, Chief Accountant Norfleet explained that 624 stations responses were included in the summaries, as against an aggregate of 721 stations licensed as of Dec. 31, last, including those with construction permits. Of this total, 32 had construction permits only, and therefore could not submit data; a like number were non-commercial; 10 were extra-territorial; five filed joint reports; seven filed too late for tabulation; six filed incomplete and unusable reports, and five were delinquent and did not file returns.

Sales of Stations

For the 629 commercial broadcasting stations covered in the FCC report, including the network keys and network owned and managed stations, it is calculated that total net sales (including talent sales) after commissions and discounts amounted to $81,649,718 during 1937. Net revenues after all expenses totaled $18,260,003. This represents an average net income per station of $29,263.

By far the largest gross and net revenue earners were the full-time and part-time 50,000-watt stations (including the 500,000-watt WLW) and the 5,000 to 25,000-watt full-time clear channel stations. For example, the 29 full-time stations accounted for $24,295,289 of net sales and $8,469,603 of net revenues out of the 629-station total.

Running ahead in total sales and a fairly close second in net revenues were the 188 full-time regional stations other than high power (500 to 5,000 watts), which accounted for $33,037,389 in net sales and $6,787,846 in net revenues. There was a wide gap between these and substantially the same number of full-time locals (100 to 250 watts) which accounted for $7,800,050 in net sales and only $609,703 in net revenues.

The breakdowns of the various categories of stations showing gross and net incomes, average net incomes, average investments and average depreciated values follow:

a. Twenty-nine full-time clear

(*Continued on page 36*)

Our Chicago Office

PAUL BRINES, for the last year associated with Washington headquarters of BROADCASTING, has been appointed Chicago representative, with headquarters at 360 N. Michigan Ave. The phone is CENtral 4115. Hal Tate, for the last year Chicago correspondent, has resigned to write and broadcast a new radio feature, scheduled to begin in July.

Superpower Eliminated as Immediate Issue

By SOL TAISHOFF

Senate Adopts Wheeler Resolution Fixing 50 kw. Limit As Allocation Hearings Proceed Before the FCC

ADOPTION by the Senate of a strong resolution expressing it to be the sense of that body that power in excess of 50,000 watts is against public interest, has forcibly removed the "superpower" issue from FCC consideration in current hearings on proposed new rules and regulations which got underway June 6 and which are likely to run until the end of the month.

Adoption of the resolution, offered by Senator Wheeler (D-Mont.), chairman of the powerful Interstate Commerce Committee, came as a prelude to ratification by the Senate of the North American broadcasting agreement (Havana Treaty) providing for new allocations. The proposed new rules and regulations are based on these allocations.

A complete running account of the allocations hearings which began June 6, covering all the hearing sessions from June 6 to 14, will be found on pages 53-61 inclusive.

Actual frequency shifts, providing for the division of the 106 wave lengths in the broadcast band (550 to 1600 kc) are specified in the treaty but are not involved in the current FCC hearings. With the ratification of the treaty, however, the way is now clear for the FCC to revise assignments in conformity with the treaty and to take into account the weight of the evidence at the hearings on the rules so as to specify definite allocations. Hearings on assignments obviously are expected, but probably not until late this year or early in 1939.

The Status of WLW

The Senate was due to ratify the treaty June 15—the day after it had given final approval to the Wheeler Resolution. While the resolution reads that it is the sense of the Senate that the FCC should not permit power in the broadcast band "on a regular or other basis" in excess of 50 kw., Senator Wheeler, in his statement to the body preparatory to the unanimous vote, asserted that it would not affect "existing facilities."

This was taken to mean that the WLW experimental operation with 500 kw., now in litigation before the FCC on renewal, is not prejudged and is in no way immediately affected by the Senate action. As a matter of legislative fact, it was stated, the resolution has no legal weight but simply expresses an opinion of the Senate. Of course, it is felt the FCC would not ignore any such unanimous vote by the Senate and it is a certainty that whatever hopes may have been harbored for additional 500 kw. grants now are stymied at least until the Senate expresses itself otherwise. It leaves the FCC open, however, to adjudicate the WLW experimental renewal although the weight of the Senate's vote declaring such power to be not "in the public interest" unquestionably will be taken into account by the Commission.

Senator Wheeler informally had served notice he would oppose the treaty (it required unanimous consent for ratification) unless his resolution against superpower was adopted prior to treaty consideration. There was a question whether the treaty would be blocked with resultant serious implications to allocations in North America, or whether superpower would be ruled out by a senatorial expression of opinion.

Hearings on the WLW experimental renewal will occur immediately after testimony is concluded on the new rules and regulations—probably within ten days. It is certain that should the extreme penalty be meted out in the way of refusal to permit WLW to continue with its 500 kw. operation, the station will attempt to restrain the FCC from making the order effective by extensive litigation.

At best, it is not expected the Commission can decide the WLW case for several weeks following the hearings. More than likely the decision will not come until fall.

A parliamentary complication resulted on the Wheeler Resolution when Senator Bulkley (D-Ohio), entered a motion for its reconsideration on June 13. This had the effect of nullifying action on the Wheeler Resolution. On June 14, however, Senator Bulkley withdrew his motion after making the statement that it was to be understood as not affecting existing assignments, thus again establishing for the record that the WLW renewal application would not be prejudged and that it would be assured final adjudication of its renewal by the FCC.

Does not Affect WLW

Prior to withdrawing his reconsideration motion, Senator Bulkley asked Senator Wheeler regarding the specific language of his resolution, particularly in connection with WLW. "I would like to ask," he asserted, "whether the resolution is not intended as a direction to the Commission in respect to permits heretofore granted." Senator Wheeler replied: "Certainly not." Then Senator Bulkley asked: "It is not intended to affect any proceedings which are now pending before the Commission?" to which the Montana Senator responded: "Of course not."

Action on the treaty had been slated for June 13, but Senator La-Follette (P-Wis.) objected because of the motion to reconsider on the Wheeler resolution. Thus, the Senate was expected to ratify the treaty just before adjournment June 15.

The so-called "superpower" committee of the FCC sat from Mondays through Fridays, except for two interruptions occasioned by

(*Continued on page 65*)

Wheeler Resolution on 50 Kw. 'Ceiling'

THE resolution adopted by the Senate June 13, offered by Senator Wheeler (D-Mont.) expressing it as the sense of the Senate that power of more than 50,000 watts shall not be granted by the FCC, is as follows:

"*Resolved*, That it is the sense of the Senate of the United States of America that the operation of radio broadcast stations in the standard broadcast band (550 to 1600 kilocycles) with power in excess of 50 kilowatts is definitely against the public interest, in that such operation would tend to concentrate political, social, and economic power and influence in the hands of a very small group, and is against the public interest for the further reason that the operation of broadcast stations with power in excess of 50 kilowatts has been demonstrated to have adverse and injurious economic effects on other stations operating with less power, in depriving such stations of revenue and in limiting the ability of such stations to adequately or efficiently serve the social, religious, educational, civic, and other like organizations and institutions in the communities in which such statons are located and which must and do depend on such stations for the carrying on of community welfare work generally.

"*Resolved further*, That it is, therefore, the sense of the Senate of the United States of America that the Federal Communications Commission should not adopt or promulgate rules to permit or otherwise allow any station operating on a frequency in the standard broadcast band (550 to 1600 kilocycles) to operate on a regular or other basis with power in excess of 50 kilowatts."

FCC QUARTET comprising the Superpower Committee shows intense preoccupation with proceedings. Left to right: Commissioners Frank R. McNinch, ex-officio member of committee; T. A. M. Craven; Norman S. Case, who serves as chairman of the special committee; George H. Payne.

Conspiracy Action Instituted by KOL

Seattle Station Names Bone, Haas in $250,000 Suit

THREATENED for many months, a conspiracy suit against Senator Bone (D-Wash.), named co-defendant with Saul Haas, collector of customs in Seattle and part owner of KIRO, with CBS and with other individuals identified with KIRO, was filed in Tacoma courts June 11 by the owners of KOL, Seattle. Damages of $250,000 are sought.

The complaint largely centers around the transfer of the CBS network franchise in Seattle from KOL to KIRO last year. Among other things it is alleged that Senator Bone used his public office in connection with KIRO activities and against KOL.

Talk of the suit had been heard throughout the Northwest months ago. Archie Taft, president of KOL, is the principal plaintiff on behalf of KOL. He is the brother-in-law of Louis Wasmer, owner of KHQ, Spokane, part owner of KOL and interested in various other Washington stations.

Specifically, the complaint alleges that Senator Bone, as a member of the Senate Interstate Commerce Committee, had interested himself in the transfer of the Columbia franchise from KOL to KIRO. Allegation also was made that KOL had declined to negotiate for an arrangement under which Senator Bone and Mr. Haas would have procured control of KOL. It is alleged that Mr. Haas and Senator Bone own and control KIRO.

Bone's Denial of Charges

According to press reports, both Senator Bone and Louis K. Lear, president of KIRO, issued statements in Seattle, denying the conspiracy charges. Senator Bone was quoted as having said:

"I am not now and never have had any interest whatever in Station KIRO. The same is true of Mrs. Bone.

"During the very time mentioned in the complaint, I was urged to be helpful to Station KOL in its efforts to secure a large increase in power. I was glad to do this so far as I could do so legitimately. Station KOL was granted the increase it sought and now has five times as much power as Station KIRO. If this is a conspiracy, it is the funniest conspiracy ever hatched by human beings."

Sign With ACA

FOUR independent Los Angeles stations, KEHE, KFVD, KRKD and KFAC have been signed by Broadcasters Local 15, American Communications Assn., affiliate of CIO. Negotiations are under way with KGFJ, to be followed by drive to sign the remaining 14 stations in Los Angeles county. More than 150 Los Angeles technicians and announcers are now ACA members. Although no labor trouble is anticipated, the Southern California Broadcasters Association, Los Angeles, at a recent closed meeting discussed CIO affiliation of its respective members. Discussion, it was understood, centered around price schedule and problems a general unionization would bring to the stations.

Record for Summer Disc Placements Now Appears Likely, WBS Declares

TRANSCRIBED spot business is moving toward its best summer, according to World Broadcasting System, whose vertical-cut wide range transcriptions are said to account for about 70% of all radio recording business. Total volume will be only slightly below the peak winter months, the May report of WBS business reveals.

Time placements by 42 WBS advertisers in May totaled 11,714 quarter-hours, 18% over May, 1937, and only 8% less than April of this year, which was 21% better than March. The report follows:

	No. Accounts	*Station ¼ Hours*
Automotive	4	2,129
Drugs & toilet goods	2	9
Foods & food beverages	2	6,102
Finance & insurance	1	74
Household appliances	3	245
Jewelry & tableware	1	77
Laundry soaps & cleaners	3	2,439
Oil & gas	2	238
Paints	3	70
Tobaccos	1	314
Miscellaneous	1	17
Totals	30	11,714

In addition there were 12 announcement accounts.

Coca Cola's Expansion

Among sponsors that have already stepped up their disc schedules for the summer is Coca Cola, which recently added 15 stations, for a total of 113 now broadcasting the five-per-week *Singin' Sam* show, through D'Arcy Adv. Agency, St. Louis. Firestone Tire & Rubber Co., Akron, which began a WBS campaign on 26 stations in April, has increased to over 80 its list for *The Voice of the Farm*, twice weekly. California Fruit Growers' Exchange (Lord & Thomas) has added seven stations on its early morning half-hour *It's Sunkistime*, now heard six days a week on 18 stations.

Standard Oil Co. of Ohio, through McCann-Erickson, has begun *Let's Explore Ohio* on 10 Ohio stations, an intensive goodwill effort that began May 22.

Many advertisers are continuing, according to present plans, their extensive selective broadcasting campaigns. Armstrong Cork Co., through BBDO, has *The Heart of Julia Blake* twice weekly on 19 stations. The program, advertising linoleum products, just renewed for the balance of the year.

Procter & Gamble continues a heavy schedule of WBS programs, led by *Ma Perkins* on 61 stations, five days a week, for Oxydol, through Blackett-Sample-Hummert. Through the same agency is *Houseboat Hannah*, on 24 stations for Lava Soap, and *Kitty Keene*, another five-per-week serial drama on 24 stations, advertising Dreft.

Kroger Grocery & Baking Co., through Ralph H. Jones Co., has *Linda's First Love* and *The Editor's Daughter* on 20 and 18 stations, respectively. Food advertisers, consistent leaders in the use of WBS transcriptions, are represented this summer by the Kellogg Co., sponsoring *Howie Wing* four days a week on 30 stations through N. W. Ayer & Son, and J. A. Folger & Co., whose *Judy & Jane* is heard on 17 Midwest outlets on behalf of Folger coffee. Like most of the above, this is a 15-minute daytime drama, five times a week.

Chevrolet Motor Co., on behalf of its dealers, continues its three-year-old campaign through Campbell-Ewald Co., with the WBS *Musical Moments Revue* on approximately 200 stations. The program features the singing of James Melton, with Victor Arden's 34-piece orchestra, the Songsmiths and Graham McNamee.

Also presenting a musical-variety show is Axton-Fisher Tobacco Co., which has *Let's Celebrate* on 19 stations three times weekly. The talent includes Joe Rines' orchestra, the Pickens Sisters, and Martin Block as m. c. The campaign, on behalf of 20 Grand cigarettes, is placed by McCann-Erickson.

The National Association of Manufacturers has had *American Family Robinson* on more than 200 stations continuously for over three years.

Deutsch Outlines Plans To Start Disc Network

PRELIMINARY plans for a transcription network were outlined June 8 by Percy L. Deutsch, president of World Broadcasting System, at a dinner meeting in Washington attended by more than a score of prominent broadcasters. Details have not been divulged, pending crystallization of a definite project.

Held at the Willard Hotel coincident with the FCC hearings on proposed new regulations, the attending broadcasters were told of the project, which is understood to embrace a basic major market group. WBS, pioneer in tailor-made transcriptions and in the creation of spot transcribed programs, would operate in the same manner as wire networks except that the transmission medium would be via WBS high-fidelity transcriptions with the disc cost prorated.

Formal announcement of the plan will be made by Mr. Deutsch when details are worked out, it was said.

Trio Book Blue

RETURNING to the air Sept. 26 on NBC's basic Blue network are Kellogg Co., Battle Creek, Mich., with *Don Winslow of the Navy;* Ralston Purina Co., St. Louis (cereals and feeds), with *Tom Mix*, and Bowey's, Chicago (Dari-Rich), with *Terry & the Pirates*. These programs will be heard on WJZ WBZ-WBZA WEAN WICC WFIL WBAL WMAL WSYR WHAM WEBR KDKA WHK WSPD WXYZ and Kellogg Co. will use these additional stations: WLW WJTN WREN WENR (or another Chicago station yet to be chosen) and a station in Omaha. Ralston Purina Co. will use these added stations: KWK WTCN WMAQ WCKY WABY WJTN WMFF WCOL WOOD. Bowey's will use WABY WJTN WMFF and a station in Cincinnati. Agencies are: Hays MacFarland & Co., Chicago, for Kellogg; Stack-Goble Adv. Agency, Chicago, for Bowey's Inc.; Gardner Adv. Agency, St. Louis, for Ralston-Purina Co.

ASCAP Compiles Theme Song List

A REGISTER of theme songs and musical signatures used for programs over stations, comprising 116 pages of listings, was issued June 10 by ASCAP.

In a letter to stations, E. C. Mills, chairman of ASCAP's administrative committee, explained the register was designed to assist in avoiding conflict or unpleasantness which might result from duplicated or competitive uses of themes. All stations had been requested to furnish a list of compositions used as signatures together with the titles, along with the title of the program identified by them, to aid in compiling the register. Sent gratis to stations, the register also includes a number of registration card blanks to be used by stations in entering new theme songs and signatures for later editions of the reference book.

Mr. Mills explained ASCAP does not guarantee the accuracy of the list, imply exclusive right in any connection for the use of the compositions or undertake to arbitrate or adjust any conflict or disagreement between stations relating to the use of compositions for theme purposes.

Copies of the register have been furnished not only to stations licensed by ASCAP in this country but also to those licensed by the Canadian Performing Rights Society and to advertising agencies known to be specializing in radio business as well as to radio editors and trade journals.

Birmingham Ball Team Acquired by Ed Norton

THIRD radio executive to acquire control of a professional sports aggregation is Ed Norton, who with Manager Thad H. Holt holds the operating contract on WAPI, Birmingham, and who controls WMBR, Jacksonville, Fla. Mr. Norton, a Birmingham business man, recently acquired the Birmingham Barons of the Southern League for a reported price of about $300,000. Powel Crosley Jr., operator of WLW, owns the Cincinnati Reds, and George (Dick) Richards, president of WJR, Detroit, owns the Detroit Lions pro football team.

According to Mr. Holt, Mr. Norton had no sooner acquired the ball club than he gave permission, never before obtainable, to have all its home and away games broadcast. An immediate increase of 33% in attendance was noted. WAPI's competitor, WSGN, secured the broadcast franchise because it was able to clear time for the games, many of which are at night, and they are sponsored by Kellogg's.

ASCAP Depositions

DEPOSITIONS of 12 witnesses to appear in the Nebraska ASCAP trial were taken in New York early in June, and L. D. Frohlich of the society's counsel, Schwartz & Frohlich, is now in Hollywood seeing witnesses there. Depositions are to be filed with the court before June 25, and the case may come up any time thereafter. According to Mr. Frohlich, Gene Buck ASCAP president, and E. C. Mills, chairman of the administrative committee, definitely will attend the trial.

Miller Assumes Active Duties As New NAB President July 1

Unanimously Named by Board at June 6 Meeting; Loucks Resigns; Spence Secretary of Board

NAMED to a three-year term as NAB president under the new regime, Neville Miller, former Mayor of Louisville, will take over active direction of the trade association July 1. The NAB board of directors, with only three of its 23 members absent, unanimously appointed him to the post at a special board meeting in Washington June 6.

Mr. Miller's appointment, predicted exclusively by BROADCASTING in its May 15 issue, was hailed by members of the board as marking complete fulfillment of the reorganization plan inaugurated last February. His salary is $25,000 a year plus $5,000 for expenses. Mr. Miller leaves his post as assistant to the president of Princeton University to assume the NAB helm.

Succeeding Mark Ethridge, temporary president, Mr. Miller declared he would first undertake a study of industry problems. After assuming office July 1 he will spend considerable time with Mr. Ethridge and with chairmen of NAB committees in Washington in connection with the association's activities. He probably will leave about Aug. 1 for a vacation at Cape Cod, following annual custom, returning to the city toward the end of the month.

Loucks Resigns Post

Coincident with Mr. Miller's appointment, Philip G. Loucks, special counsel of the NAB in connection with its reorganization, and its former managing director, formally resigned that post together with other NAB posts which he assumed last February. He had been drafted for the special counselship after his reorganization plan had been unanimously voted at the February NAB convention. Mr. Loucks was managing director from 1930 until 1935 when he resigned to enter private practice of law in Washington. In relinquishing his special counselship he fulfilled a promise to remain with the NAB until it acquired permanent direction.

Mr. Miller made the acquaintance of members of the board at a dinner prior to the meeting at which he was formally appointed. All members of the board except Donald Thornburgh, CBS vice-president; Elliott Roosevelt, president of Hearst Radio Inc., and C. W. Myers, president of KOIN and KALE, Portland, were present. The board met June 6 and again on June 7 to complete its business.

The Executive Committee of six was designated to make a thorough study and report of the situation involving continuance of the NAB Copyright Bureau, created some two years ago for the purpose of setting up a library of public domain transcriptions. The report is expected to be made within a few weeks.

Edwin M. Spence, serving under a temporary appointment as executive officer of the trade association, was continued in office and also designated as secretary to the board of directors to fill the vacancy created by Mr. Loucks' retirement.

Membership of the trade association was increased to 437 with the admission of nine stations by the board. There was considerable controversy regarding the readmission of WCAU, Philadelphia, a previous motion for reinstatement made at the board meeting a month ago having been tabled. The station, however, finally was admitted. Others admitted to membership were WMIN, St. Paul; KAWM, Gallup, N. M.; KGFL, Roswell, N. M.; KIUL, Garden City, Kan.; WJBL, Decatur, Ill.; WABI, Bangor, Me.; KELO, Sioux Falls, and WHAI, Greenfield, Mass.

Fisher Leaves WOAI

BEEMAN FISHER, who joined WOAI, San Antonio, last September as general manager, resigned early in June to return to join the Texas Electric Service Co., Fort Worth, as assistant to the president. He was formerly with the Texas Power & Light Co. in Dallas as advertising manager. His duties at WOAI have been assumed by Hugh A. L. Halff, who reports no successor has been chosen. Also leaving the WOAI staff in June was Carl Doty, sales promotion manager, who has joined the staff of Edward Petry & Co., in New York.

PROCTER & GAMBLE Co., Cincinnati, has placed its liquid dentrifice account with H. W. Kastor & Sons Adv. Co., Chicago. Henry Kastor Kahn and C. C. Chappelle are the account executives.

From Savannah News

How to Make Friends and Influence South America.

Three Pacific Tests

HOWARD RAY Adv. Agency, formerly operating under the firm name of ABC Adv. Agency, with offices at 320 W. 9th St., Los Angeles, has signed three new accounts, Dr. Ross Dog & Cat Food Co., Los Alamitos, Cal.; American Institute of Floral Technology (home study course), Hollywood; and Bartlett Products Co., Azusa, Cal. (manufacturers of Kevo, chocolate-flavored soy bean drink). Extensive campaigns, which will include radio, are being prepared for the three accounts to start immediately. The Ross Co., along with other media, will use five-minute programs on KIEV, Glendale, Cal., and five time signals daily on KFAC, Los Angeles, during the summer. Firm will increase its radio regionally with an early fall campaign using time signals and spot announcements in rhyme. A jingle contest is also planned. American Institute of Floral Technology, now testing on KIEV, Glendale, with spot announcements, will also increase its radio. Along with other media, radio will be used extensively by Bartlett Products Co. Firm is now using three quarter-hour programs daily on KIEV in a test.

NEW CHIEF and ex-chief of NAB exchange greetings on the occasion of the formal appointment June 6 of Neville Miller (left), former Mayor of Louisville, as president of the broadcasters' trade association for a three-year term. Mark Ethridge (right), interim president drafted last March to lead the industry pending appointment of his successor, relinquishes his post July 1 to Mr. Miller. The latter's appointment was exclusively predicted by BROADCASTING in its May 15 and June 1 issues.

Deals to Purchase Hearst Properties Show No Change

Jones and Storer Interests Latest Bidders Disclosed

NO DEFINITE deals for the disposal of any of the remaining Hearst Radio broadcast station properties were made during the last fortnight, and Joseph V. Connolly, chairman of the board of Hearst Radio Inc., reported to BROADCASTING June 14 that the situation was in "status quo". He is still hopeful, he indicated, that the properties will be sold by the end of summer [BROADCASTING, June 1].

Except for the $400,000 sale of KEHE, Los Angeles, to Earle C. Anthony and the still pending deal for the $250,000 sale of WINS, New York, to Col. Arthur O'Brien, deals for none of the other seven stations in the group have as yet been made. The negotiations now are entirely in the hands of Mr. Connolly.

It was learned on reliable authority that the Jesse Jones radio interests had shown an interest in acquiring the Southwestern group, which comprises KOMA, Oklahoma City, and the three Texas stations —KTSA, San Antonio; WACO, Waco, and KNOW, Austin. Mr. Connolly asserted, however, that they had consulted with Elliott Roosevelt, president of Hearst Radio, but that no definite proposition had been made to him.

Approach by Storer

Also reported but not verified was an approach by a representative of George Storer, Detroit and Toledo industrialist, regarding WINS, Milwaukee. Mr. Storer controls WSPD, Toledo; WRVA, Wheeling, and WMMN, Fairmont, W. Va., and has a minority interest in KIRO, Seattle. He recently disposed of his one-sixth interest in WJBK, Detroit. Mr. Connolly asserted that nothing has come of this either, stating he could not recall the name of the man who represented Mr. Storer.

At first the report was that the Storer interests also wanted to buy WBAL, Baltimore, on which various Baltimore interests were last reported to be bidding, and WCAE, Pittsburgh. The latter station being part of the Hearst Consolidated Newspapers, will not be sold, it was officially stated. WISN also is being sought by local interests in Milwaukee.

It now appears that the proposal to sell the Southwest group to John Ewing, operator of KWKH and KTBS, Shreveport, and publisher of the *Shreveport Times*, is definitely out. Mr. Ewing evinced an interest for a time but was suddenly stricken ill and for 10 weeks was away from business. If the Jones group should revive interest in the Southwest group, the negotiations presumably would be handled by Tilford Jones, nephew of the chairman of the Reconstruction Finance Corp. Tilford Jones and T. Frank Smith, a cousin, operate KXYZ and KRIS, and also are interested in several smaller stations in the State. The Jesse Jones properties also include KPRC and KTRH in Houston, but these sta-

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House Repudiates Radio Investigation Plan

By WALTER BROWN

Overwhelming Vote Defeats Connery Probe Resolution as Session Nears End; Leaders Rebuke Backers of Measure

IN A TUMULTUOUS atmosphere, the House the night of June 14 voted down the Connery Resolution for an investigation of alleged monopoly in radio by a select committee by the overwhelming vote of 234 to 101.

Action came after a Herculean effort by Chairman O'Connor (D-N.Y.) of the House Rules Committee, to force its approval. He predicted a "scandal" of giant proportions if it failed.

The vote came after impassioned speeches on both sides. Opponents laid responsibility for the resolution coming before the House on the doorstep of FCC Commissioner George H. Payne, charging him with having fostered the proposal for months. Commissioner Payne had testified before the Rules Committee that FCC members had yielded to outside influences, but failed to substantiate his charges at a subsequent executive session.

Vindication of McNinch

The House action was regarded as a vindication of Chairman Frank R. McNinch, who had in two appearances before the Rules Committee taken the position there was no need for a Congressional investigation. High tribute to the chairman was paid in the floor debate. The chairman contended that the FCC already has scheduled its own inquiry into allegations of monopolistic tendencies, and that it should be permitted to follow through.

Even the action of the Rules Committee in reporting out the measure was challenged, when Rep. Cox (D-Ga.) charged on the floor that a majority of the Committee did not favor an investigation.

By virtue of the House action, which came on the eve of the Congressional adjournment, the measure—along with a half-dozen other pending resolutions for Congressional investigations of the industry, the FCC and radio in general—passes into legislative oblivion. All pending bills die with this session. A new House membership is elected in November.

After the resolution had lost by what appeared to be a tidal wave of opposition in a "voice vote", a standing count was demanded. This yielded a count of 209 to 65. Despite this a roll call was demanded, with the resultant count of 234 to 101.

When the House Rules Committee reported out the Connery measure on June 10, the vote was reported as 7 to 6. It was reliably reported that those voting in favor of the action were O'Connor (D-N. Y.), Sabath (D-Ill.), Driver (D-Ark.), Smith (D-Va.), Martin (R-Mass.), Taylor (R-Tenn.) and McLean (R-N. J.). Voting against it were said to be Greenwood (D-Ind.), Cox (D-Ga.), Clark (D-N. C.), Dies (D-Tex.), Harlan (D-O.) and Lewis (D-Colo.). Mapes (R-Mich.) did not vote.

The Connery Resolution (H. Res. 92), was introduced by the late William Connery (D-Mass.) who was succeeded by his brother, Lawrence, Jan. 28, 1937. It provided for a select committee of seven members of the House to "inquire into and investigate the allegations and charges that a monopoly or monopolies exist in radio broadcasting, alleged to be held by the Columbia Broadcasting System, National Broadcasting Co., Mutual Broadcasting System, or others."

In opening the one-hour debate on the resolution, Rep. O'Connor unleashed a bitter attack on what he described as the "radio lobby". Declaring he had never seen such a situation in all his years in Congress, he said everybody from those "high in the Administration" to "page boys" and even "colored messengers" were lobbying for the "radio trust." They have come from every department of the government, he declared.

Wigglesworth Suggests Tax

Asking to split his time, in order to permit him to answer the opponents of the resolution, he said derisively that he knew of "all the pressure" brought on both sides of the House, and that he could "'take a licking" but that if the resolution is defeated it will precipitate "a scandal in America".

"We will have a roll call vote to see who is for the public and who is for the radio trust," he concluded.

Rep. Wigglesworth (R - Mass.) followed Mr. O'Connor, advancing the same arguments for an investigation that he presented to the Rules Committee during its consideration of the seven House resolutions calling for a Congressional probe. He told the House an investigation "is absolutely essential to secure the proper relationship in the industry and the proper protection for the public."

"We are dealing with an industry that does not pay one cent for its licenses but received an income last year of something over $130,000,000," he observed. He suggested that if the resolution was passed the committee should study the subject of invoking a tax on radio stations.

Mr. Wigglesworth said a "prima facie case" had been made out against the FCC in not carrying out the objectives of the radio statute. He listed monopoly and trafficking in licenses as two of the subjects which should be investigated.

Rep. Celler (D-N.Y.) asked Mr. Wigglesworth why, since monopoly was to be the subject of a general Congressional investigation under a resolution which would be considered later in the night, he did not move to include radio in it rather than ask for a special investigation.

Mr. Wigglesworth said those favoring the Connery Resolution

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Commissioners Before House Committee on Payne Charges

Prior to June 10 action by the House Rules Committee, reporting out the Connery Resolution, four other hearings were held on the subject. A well-oiled campaign had been instituted to procure favorable action, it was apparent. Hearings were held May 12, May 26, June 2 and June 8, with the action coming at an executive session June 10. The virtually unprecedented spectacle of members of a Federal agency appearing before the Rules Committee developed on three separate occasions. The Committee usually hears only members of Congress in connection with pending legislation.

On June 13 Rep. Sabath (D-Ill.) proposed that Chairman O'Connor be instructed not to call up the Connery Resolution in the House. This failed also by a 7 to 6 vote, it is understood. One member opposed to an investigation took the position that once the resolution was voted out the Committee lost all control over it.

McNinch, Payne Appear

When the Rules Committee met June 2 it had previously heard Reps. McFarlane (D-Tex.), Wigglesworth (R-Mass.) and Connery, (D-Mass.) in support of an investigation. Only Chairman McNinch and Commissioner Payne appeared before the Committee that day.

Speaking extemporaneously, the Chairman first explained that other commissioners were busy with hearings but were in readiness to appear before the Committee at its pleasure.

At the outset, Chairman McNinch said "my position has been and is that the question of an investigation is a matter for Congress to determine and we would not be so presumptious as to advise you."

He parried arguments for an investigation by explaining that the FCC was undertaking an inquiry of its own into the chain-monopoly situation. He recounted at length the nature of the FCC's work and the procedure it was following. [See article on chain-monopoly plans in this issue.]

When Chairman O'Connor inquired about the so-called Payne resolution and the action taken on it by the Commission, Mr. McNinch said the resolution proposing that the Commission "welcome a Congressional investigation" was voted down 5 to 2. The manner in which the resolution was phrased, he said, inferred a "lack of confidence" in the Commission. "Five members of the Commission decided it was not a sane thing to do to pass the resolution," said Mr. McNinch. "Comdr. Craven later said to me that in seconding the Payne resolution he did so to bring it before the Commission for discussion and his action did not indicate approval." He added that along with the action on the Payne resolution the Commission entered on the record a statement pledging cooperation with Congress should it decide to make an investigation.

After more than an hour on the stand, Cox (D-Ga.) thanked McNinch for an "informative and most impressive exposition of FCC activity."

Payne's Accusations

Commissioner Payne followed Chairman McNinch, explaining he would read a prepared statement in order to conserve the committee's time. He read at rapid fire pace, reiterating charges against the broadcasting industry. He said the desire for huge profits by the broadcasters had been detrimental to public interest and "the tendency in programming is to establish a dead level of mediocrity in order to please the greatest number of people." He said that in this effort to reach the "lowest common denominator", radio stations were driving intelligent people away from their receiving sets."

The commissioner then turned his fire on what he termed the "broadcast lobby" and "arrogant lawyers" who practice before the Commission. It was not until Mr.

Payne charged the FCC itself "has been susceptible to this outside pressure" that Committee members let go a barrage of questions.

Rep. Cox led the examination. Observing that serious charges had been made by the witness against his colleagues, he asked him to name the members of the Commissions and the "lobbyists" who were involved. "If you make a charge you ought to be able to specify. Are you the only honest man on the Commission?" asked Rep. Cox.

Mr. Payne replied that when an inquiry is ordered, such as he recommended, he would substantiate his charges under oath. Rep. Cox insisted that he name the accused commissioners but Chairman O'Connor came to Payne's defense by announcing his intention to call an executive session. He explained that would be the time for the Commissioner to give names.

The lobby charge was picked up by other Committee members after Chairman O'Connor had stated lobbyists were filling the halls of the Capitol since he had announced hearings on the resolutions proposing an investigation. Rep. Dies (D-Tex.) promptly asked members of the committee if they had been contacted by any "lobbyists" and there were no affirmative statements, save the remark by Chairman O'Connor.

Payne Is Grilled

Responding to questions, Mr. Payne said a member of the Commission had informed him that a broadcaster had threatened to deny him time if he did not "change his views" on certain legislation. He said at the propor time and the proper place he would give the names of lobbyists and the FCC members. Representatives of broadcasters, he declared, had tried to show "great friendliness" to members of the FCC including himself. Asked whether he had been offered any "financial reward", he said he had not but he had been "led up to the mountains" but "I don't like mountains."

When Commissioner Payne began his sensational testimony against his colleagues on the Commission, Chairman McNinch pulled his chair close to the witness. When Mr. Payne had finished, the chairman jumped to his feet, his face flushing, and demanded to know from the witness whether, in making charges against members of the Commission, "you mean me?" Mr. Payne promptly replied that he did not. Mr. McNinch then asked permission to be present when Mr. Payne resumed his testimony in executive session.

Both Mr. McNinch and Mr. Payne appeared June 8 for the executive session. Rep. Cox made an unsuccessful effort to open the hearing to the public. Chairman McNinch was asked to leave the room and Mr. Payne was invited to tell all he know behind closed doors.

Committeemen Unimpressed

After meeting for almost an hour, the session ended and members rushed to the House floor. Rep. Sabath told newspapermen that Commissioner Payne had retracted his previous charges against members of the FCC and that it was impossible for the committee to get any definite information from the witness.

"I see no use for any more hearings with that sort of testimony," Mr. Sabath observed.

Rep. Cox was more outspoken: "Payne made a very unfavorable and poor impression on the committee. He fluked out altogether. There was nothing to what he had to say."

Expressions of other members of the Committee after the executive session indicated that they were not satisfied that Payne had substantiated his allegations.

When Chairman O'Connor called his Committee to order in open meeting on June 10, Chairman McNinch and Commissioners Sykes, Case, Craven and Brown were present. Commissioner Walker was ill.) Mr. O'Connor wanted to know why the five commissioners were on hand and Chairman McNinch promptly replied by reading a written notice from the committee requesting their presence. Thereupon Chairman O'Connor asserted the invitation was a "gratuitous intrusion" on the part of one of his clerks.

McNinch Takes Leadership

Taking the leadership on behalf of the Commission, Chairman McNinch said he and his fellow commissioners were present at the pleasure of the committee to answer any questions. Rep. McLean (R-N. J.) wanted to know whether the Commission maintains a list of attorneys authorized to appear before it. Mr. McNinch replied in the affirmative, calling attention to the Federal Communications Commission Bar Association. Commissioner Brown added that any attorney admitted to the highest bar of his State could appear before the FCC.

Rep. Dies asked about Mr. Payne's charges that "an examiner" in the KNX case had been "demoted" because of his work in the case. Mr. Dies said he had seen something in the papers about it. Mr. Sykes and Mr. McNinch both took part in the colloquy that ensued, explaining that no attorney had been demoted and that the general counsel of the Commission, Hampson Gary, had merely transferred the lawyer in question (identified as Andrew Haley) to another division.

Mr. Sykes said that KNX case had involved many programs of doubtful medical character, into which the Commission was inquiring, but added that the lawyer's transfer was of a routine character and that he has since been transferred back to broadcast work at a higher salary.

"When I saw the statement in the press about the demotion, quoting Mr. Payne," said Mr. McNinch, "I sent for the general counsel. He said there was no truth in it."

"Has any member of the Commission protested against lobbying in the KNX matter?" asked Rep. Dies.

"I have been with the Commission eight months," replied Mr. McNinch, "and not a member of the Commission has brought to our meetings any complaint against any other member of the Commission in relation to lobbyists."

Queried About Networks

Chairman O'Connor referred to press reports that "two or three big chains had been favored" by the Commission and asked if the Commission had adopted any policy with respect to licenses granted to chains. McNinch replied that not a single license had been granted to the chains in the last eight months; in fact, that several had been denied the networks.

Mr. O'Connor referred to "chain control of 95%" of radio, and Mr. McNinch said that "within that 95% are many corporations and stations taking chain programs but not owned by the chains." Mr. O'Connor wanted to know more about the "Mae West episode" and also about the broadcast of the Spanish version of the poem which he said was titled "The Bastard". Mr. McNinch replied with respect to the Mae West case that the Commission had agreed that the broadcast was "legally not a violation of the statute." O'Connor asserted the Commission's decision had been a mere "slap on the wrist" of NBC. Mr. McNinch replied that the reprimand was all the Commission could do under the law.

Rep. Dies again asked if "certain lawyers were favored" by members of the FCC, and whether a lobby really existed. Mr. McNinch replied, "I had heard there was a radio lobby, but whatever has occurred in the past has been corrected." Mr. Dies, in a friendly vein, asked whether Mr. McNinch felt the Commission was now functioning as a judicial body, and the chairman said he felt it was.

Again Rep. Dies asked, "About this lobbying business, are you aware that certain commissioners are supposed to have been seen in the company of lobbyists?"

Mr. McNinch replied, "Oh yes, I've heard the general charge of lobbying just as I've heard charges of lobbying here on Capitol Hill." Then Rep. Smith (D-Va.) declared, "I want to make it clear

(*Continued on Page 64*)

Many Measures Affecting Broadcasters Slated for Death With End of Congress

AS THE drive for adjournment of the third and probably final session of the 75th Congress reached the home stretch, the many bills pending before the Senate and House dealing with radio were being prepared for a quiet burial.

Unless the President should call a special session, the present Congress ends with the closing of this session and with it die all pending bills.

Aside from the futile effort for passage of the Connery Resolution calling for a radio investigation there were no plans for enactment of any legislation during the closing days of the session which directly concerned the industry

The big item during the final days when a June 15 or 16 end was expected, was the wages and hours law. Since the radio industry is paying higher wages than the minimums provided in the compromise bill it will not be affected by the legislation.

Duffy Resolution

Having abandoned all hope of Senate action on the international copyright treaty, Senator Duffy (D-Wis.) introduced in the Senate a resolution authorizing a committee to make a study of the possible effect of United States ratification on labor. Some protests were filed against the treaty on the ground that it would result in loss of employment to the printing trade. Mr. Duffy does not agree with this conclusion but with the hope of alleviating any opposition from labor he asked that a committee make a study of the subject during the recess.

Senator Duffy will again introduce his copyright bill in the next Congress. A hostile House Patents Committee has blocked this legislation, largely through the influence of ASCAP. Rep. Deen (D-Ga.) was primed to make a determined effort to secure approval by the Patents Committee of the Duffy Bill at this session but he became seriously ill. Mr. Deen, who openly assailed the opposition of ASCAP to the Duffy Bill, was stricken with a heart attack early in the year and will retire from Congress at the end of this session.

During the closing days of the session, Senator Sheppard (D-Tex.) introduced a bill (S-4098) to amend the Communications Act of 1934 "so as to prevent monopolies and prohibit excessive duplication of broadcasting programs in any area." The measure directs the FCC to refuse licenses or renewal of licenses to any chain station with power in excess of 50 kilowatts."

"Unless this check is put on the superpower stations they will absolutely drive the smaller stations out of business," Senator Sheppard asserted. He said he would reintroduce his bill in the new Congress and seek its passage. Rep. Peterson (D-Fla.) introduced a companion bill in the House.

As passed by the Senate, the amendments to the Walsh-Healy act did not include the provision urged by the CIO to revoke licenses to radio station which did not comply with provisions of the National Labor Relations Act.

Food-Drug Situation

The five-year-controversy over food and drug legislation came to an end during the session with the passage of a new food and drug bill to replace the Pure Food & Drug Act of 1906. Early in the session Congress passed amendments to the Federal Trade Commission act and in this bill jurisdiction over advertising of food, drugs, cosmetics and therapeutic devices was given to the FTC.

Senator Copeland (D-N.Y.) and others had made a strong fight to place control of such advertising under the Food & Drug Administration in the Department of Agriculture. This controversy was largely responsible for the delay in enacting new food and drug legislation. With passage of the FTC amendments, the Senate and House had little difficulty in getting together on the main features of the food and drug regulation bill.

Senator Herring (D-Iowa) had on desk during the closing days of the Congress his bill to set up in the FCC a special division through which all radio programs would be cleared before they went on the air. He has complained about some of the "blood and thunder" programs which are being "pumped into our homes."

Chicago Education Series Concluded

Conferences, Workshops Will Be Organized by Council

MORE than 104,500 pupils of Chicago's elementary and high schools listened to special educational broadcasts on nine Chicago stations from November to May of the last school year. Of the city's 334 schools, 200 are equipped with 514 receiving sets and p.a. systems, according to Harold Kent, director of the Chicago Radio Council, who discussed the survey June 2 at a dinner meeting of local broadcasters and educators.

The Radio Council was organized last November [BROADCASTING, Sept. 15, 1937], following widespread interest in radio's power as an educational medium evidenced during an epidemic of infantile paralysis when the Chicago schools were closed and lessons broadcast. Important to commercial broadcasters is the fact that the Council acts as a clearing house for all requests in Chicago for educational air time, that the Council is developing a generation of listeners critical of commercial announcements and the products of radio sponsors.

Under the supervision of Dr. William H. Johnson, superintendent of Chicago schools, Mr. Kent and his staff of seven have auditioned 1,200 students, have given three months of radio instruction to three student groups. Staff members file regular reports on listener interest, and courses of study in radio production, continuity and listener discrimination have become a part of the curriculum.

Workshop Planned

The Council publishes a weekly program bulletin and is organizing conferences and workshops, the first of which is the Midwest School-Broadcast Conference, June 18-19, at the Civic Opera Bldg., Chicago. Display space has been reserved by RCA, NBC, CBS and a number of radio set distributors, according to Mr. Kent. To this conference will come teachers from the five central states to receive instruction in radio. Among topics and speakers are: "Continuity for the School Broadcast", James Whipple of Lord & Thomas; "Planning the School Broadcasting Programs", Clarence Menser, program director of NBC central division; "Sound Effects", Urvan Johnson, of WBBM, Chicago; "Producing the School Broadcast", Earle McGill, director of CBS *American School of the Air;* "Equipment Utilization", David E. Strom, director audio-visual education, Minneapolis Public Schools. A registration fee of 50 cents will be charged.

Another project of the Radio Council is the Chicago Workshop to be held in the Builders' Bldg., June 20-July 14. With a fee of $35 and the class limited to 60, the preliminary registration on June 6 was 48 and there is a strong possibility that the workshop will be repeated in the four weeks immediately following July 14. Speakers will include Miss Judith Waller, educational director of NBC central division; Hill Blackett of Blackett-Sample-Hummert; Allen Miller of the University Broadcasting Council; Paul Dowty of WBBM; James Whipple of Lord & Thomas.

A total of 33 hours was used on nine Chicago stations during the November-May period, according to Mr. Kent. Distribution of the 100 programs follows: WJJD, 26; WBBM, 32; WAAF, 13; WLS, 10; WCFL, 7; WGN, 4; WMAQ, 4; WGES, 3; WIND, 1. In his discussion of receiving sets in the classroom, Mr. Kent said that many rebuilt sets had been given the schools by local radio shops and Miss Judith Waller told how a small set may be used in a large classroom because of the children's intense interest in radio programs. In addition to Miss Waller the meeting was attended by these broadcasters: Miss Myrtle Stahl, WGN; William R. Cline, WLS; Hal Burnett, WBBM; Bradley R. Eidmann, WAAF; Al Hollander, WJJD-WIND; R. H. Kross, WCBD.

Movie Exhibitors Discard Opposition To Radio Previews of New Productions

By DAVID GLICKMAN

A COMPLETE reversal of attitude on the part of motion picture exhibitors toward radio previews of major film releases is taking place. A year ago producers looked upon radio with great alarm. Exhibitors raised a national cry that radio presentations were handicapping both the boxoffice through direct competition and pictures through inexpert handling of material. Consensus in Hollywood and other parts of the country was against radio exploitation of films.

Today there is an increasing tendency toward opening avenues to radio releases both of talent and material. Recently for example, the Paramount Pictures release "Cocoanut Grove" was exploited with a radio preview on CBS *Hollywood Hotel,* sponsored by Campbell Soup Co.

A few nights later there was an NBC release from the scene of its actual preview in Hollywood. In addition such double radio coverage is elaborated by song and talent exploitation on independent stations and programs. "The Adventures of Robin Hood" was recently capsuled for the air after the usual radio preview, with its music lavishly spotlighted on NBC in a half-hour program. Warner Bros. in addition has released approximately 160 transcriptions of the musical score of the picture to independent stations throughout the country.

Preview for Hawaii

Preview of "Alexander's Ragtime Band," released by 20th Century-Fox Film Corp. was sent transcontinentally by Mutual-Don Lee network from Carthay Circle Theatre, Beverly Hills, Cal., on May 24. It was also released to KGMB, Honolulu. This was said to be the first time in history that a film preview was released to the Hawaiian Islands from Hollywood.

Latest booking of a film preview is that for the Walter Wanger Productions film "Blockade", which will be routed over NBC on June 8 with Henry Fonda and Madeline Carroll and Werner Janssen, composer, conducting the orchestra.

Paramount Pictures gave a transcontinental preview of "Tropic Holiday" over the NBC Blue network June 10 with talent from the film appearing on the program. Warner Bros.' White Banners, with Fay Bainter, Claude Rains, Jackie Cooper and Bonita Granville guesting, was previewed on that same date during the CBS Hollywood Hotel broadcast.

To exploit its forthcoming film "Men With Wings", Paramount is planning an elaborate weekly half-hour program for release on Mutual-Don Lee network in early June. Titled "Cavalcade of American Aviation", and centered around the historical background of flying, the weekly program will be the biggest promotional campaign ever staged by a film company to exploit a picture still in production.

It will also be the first time radio has been used so extensively for this purpose. It will be a half-hour Sunday program for 13 weeks, with Robert Redd writing the series. William Wellman, director of the film, and Paul Mantz, technical advisor, will cooperate in the radio production which will have an outstanding roster of Paramount players.

Latest booking of a film preview is RKO's Mother Carey's Chickens, slated for June 17 on Hollywood Hotel with Ruby Keeler, Anne Shirley, Fay Bainter and James Ellison enacting their respective roles. On the final broadcast of its current series, June 24, *Hollywood Hotel* will preview the 20th Century Fox film, Always Goodbye, with Barbara Stanwyck and Herbert Marshall guesting.

The trend toward increased radio exploitation is traced by astute observers to a better understanding of how to treat film material on the air. Such programs as the CBS *Hollywood Hotel,* and NBC *Good News of 1938,* as well as the CBS *Lux Theatre of the Air,* have aided materially in pointing new ways of exploiting pictures via radio.

Simultaneously, radio has grown more cognizant of the film studio's requirements and the liberties which may be taken with material to provide entertainment without impairing subsequent theater interest in the picture involved.

Lydia Pinkham Revamps

STELLA UNGER, head scriptwriter, Erwin, Wasey & Co., New York, will be *Hollywood News Girl,* three-a-week script show which replaces *Voice of Experience* on Mutual for ten weeks, beginning June 27. The program is sponsored by Lydia E. Pinkham Medicine Co., Lynn, Mass. Miss Unger, who took the same part in *Special Edition* for the Borden Co., will write the show, stage it and be the principal actor. John Schultz, also of the agency's radio staff, will announce the program. Eight Mutual stations are to carry the program by wire and WLW will use a transcribed version.

GENERAL MILLS, Knox-Reeves Adv. Agency and broadcasters met in Des Moines early in June for the second time to revise the five-station baseball hookup comprising KRNT, WMT, WNAX, KMA, KFAB. Corn Kix, new product, is being introduced.

Arizona Network Instals Own Studio in Hollywood

ARIZONA NETWORK, comprising KOY, Phoenix; KGAR, Tucson, and KSUN, Bisbee-Douglas, has established its own studio in the Hollywood Professional Building, Hollywood. New studio is supervised by George Ferguson, formerly of WLS, Chicago, and Charlie Jones, formerly KOY production manager.

Regular broadcasts from the West Coast quarters for the network now include the *Richfield Reporter, The Hollywood Woman, The Singing Redheads,* and with plans for other shows started advance KOY's program policy of using more live talent. Regular network programs cover the *Arizona Dude Ranch, The Gay 90's, K-Circle-Y,* along with special events picked up with portable transcription recorder and shortwave pack transmitter.

Newsreel Changed

WALLY BUTTERWORTH and Parks Johnson, who conduct both *Radio Newsreel* for Energine, and *Vox Pop,* for Molle shaving cream, on the NBC-Red network for Cummer Products Co., Bedford, O., on June 12 dropped the former program, in order to devote their entire time to *Vox Pop,* which is heard Tuesday evenings. They are succeeded on *Radio Newsreel,* heard Sundays, by Pat Barnes, actor, entertainer and narrator, who will use the name Bob Barry. The company's agency is Stack-Goble, Chicago.

Las Palmas to Extend

RAMIREZ & FERAUD Chili Co., Ventura, Cal., packers of Las Palmas canned food products, has appointed Hillman-Shane Adv. Agency, Los Angeles, to direct its advertising and recently started an eight-week test campaign on KNX, Hollywood. Daily participations in the combined *Sunrise Salute* and *Housewives Protective League* programs are used. Radio activities will be extended as new markets are opened.

Illinois Meat Shift

ILLINOIS MEAT Co., Chicago (Broadcast Brand food products), has appointed J. Stirling Getchell, New York, to direct its advertising in the East. Account has been a heavy user of radio advertising in the Midwest and during the past spring had a daily quarter-hour program on WNEW, New York, placed through George H. Hartman Co., Chicago.

Adam Hat Sports

ADAM HAT STORES, New York, will return to NBC-Blue Oct. 5, sponsoring boxing matches Fridays from Madison Square Garden. About 37 stations will be used. Glicksman Adv. Co., New York, is the agency.

THE STORY of the WOR farm market is presented in "Plowpoint and Pocketbook," produced under the direction of Joseph Creamer, sales promotion manager. A map illustrates the contention that the WOR farm market is the largest and most heavily concentrated area of high rural sales per square mile in the entire United States.

Radio Plays Major Role at AFA Meeting

Broadcast Sales Problems Are Considered in Detail at NAB Group Session; Long Commercials Criticized

RADIO bulked large in the annual convention of the Advertising Federation of America convention, which met in Detroit June 12-15. Constantly threading through the convention was mention of radio—use of radio as a "shining example" —and the appearance of advertising executives on speaking platforms who not only were radio conscious, but in many instances were radio executives.

This was especially true of the general sessions, at one place in which Roy S. Durstine, president of BBDO, declared that "radio is perhaps the most dramatic application of showmanship to business". Radiowise, interest was divided between the general sessions and the sales managers' conference of the NAB, which took place June 14.

Extent of Radio Industry

The business of broadcasting was moved into a spotlight position right at the start of the convention, when on Monday Edward F. McGrady, director of labor relations of Radio Corporation of America, spoke on "Labor, Industry and the Public". In his discussion of the interrelations of labor and industry, he outlined what he characterized as "the scope" of the radio industry today.

He put forth these estimates—public investment in home radio receivers, $1,350,000,000; factories engaged in radio manufacturing, 1,037; sale of time and talent costs in 1937, $180,000,000; sale of radio sets, tubes, parts and servicing in 1937, $597,000,000; and sale of electricity and batteries for operation of sets in 1937, $150,000,000.

Wednesday and its morning session marked the high spot of the meeting, so far as general interest was concerned. This was the session at which the highly informative and often ludicrously amusing speech of Roy S. Durstine was heard—built, for the most part, around the role played by radio. [See article on page 19.]

The major share of Mr. McGrady's address was devoted to the problems of labor relationships. He pointed out that statesmen are turning their attention more and more to economic and social problems. He said, however: "Whether new legislation will be good or bad will depend to a large extent upon public interest and an informed public opinion."

He congratulated the Detroit Adcraft Club for the plan it hopes to put into operation, to sponsor advertising via radio and newspaper, outlining the good that industry does the nation. "Every one of our industries has a great story of achievement to tell," Mr. McGrady said. "Most of us have agreed that one of the most important steps to be taken toward a settlement, and, eventually, a solution of the problem is to bring into the open all the facts."

Radio was both praised and criticized in a sharp debate during the June 13 meeting of the Newspaper Advertising Executives Assn.

Perry J. LaBounty, of the *Bloomington Pantograph*, said his paper had felt no adverse effects from the elimination of radio news—and that newspapers were foolish in building an audience for broadcasters.

A. Schaeffer, of the *Fort Wayne Journal-Gazette*, referred critically to radio as a propaganda medium and labeled it an "octopus" which is destroying national newspaper lineage.

Don U. Bridge, advertising director of the *New York Times*, said that when radio was added to an advertising program the agency's net profits usually were reduced.

Lee Anderson, president of the Detroit agency bearing his name, scheduled for a prepared address, spoke extemporaneously at the conclusion of this debate before entering the text of his speech. He told the newspaper executives they should not count on the fact that broadcast programs might reduce the net income of agencies, since agencies must use every device to sell goods, even going into the show business.

Kobak Offers Suggestions

Mr. Anderson said newspapers could not remove radio listings and publicity because of the enormous public interest in broadcasting. He added that radio's main limitation was its inability to market goods whose selling required considerable analytical thinking.

Edgar Kobak, vice-president of Lord & Thomas, New York, spoke at the radio departmental on "Radio—With One Ear to the Ground". Pointing to the dangers of excessive government control under which a small group decides what it wants the public to have, he called on broadcasters to offer service so excellent that the public will not desire an overdose of public supervision.

Recalling that radio lives in a glass house and that the present propaganda-free American system is an audience builder, he offered a series of suggestions by which they could meet the three-sided challenge of better programs, better technical advancement and better advertising and continue to remain a flexible industry. His recommendations included:

Tell the public the significance of commercial sponsorship.

Advertise for listeners through the use of radio as well as other media.

Sell time and programs more constructively — and don't forget — the sponsor must get results.

Know more about listening habits and listeners' needs. Develop sounder research methods.

You have earned a three-year license period. Fight openly for it.

Take a broadminded view toward all other forms of advertising.

Have tighter censorship than a government agency would impose.

Don't misuse the confidence the public has in you.

Speeches about our system won't improve it or necessarily stop opposition. Self-improvement is the answer.

Demand constructive help from the FCC and any other group that has a sincere interest in the future of broadcasting.

Study the systems of other countries and be willing to try out the best part of any other system. Be open to new ideas.

Have the courage to improve, to clean up, and then fight hard, and clean, when you know that you are in the right.

Dr. Herman S. Hettinger, radio economist and assistant professor of marketing, Wharton School of Finance & Commerce, Pennsylvania U., reminded the NAB departmental of radio's ability to offer the advertiser control of both the advertising and editorial content of a program. He spoke of the unappreciated value of small independents by advertisers who are more interested in power as against specific market coverage, and general popularity as against individual pulling power.

The number of program-wise agencies is limited, though growing rapidly, he said, pointing out that radio must sell programs rather than time. As an example he cited the potentialities of the retail advertising field, which still is an open prospect for radio provided effective program ideas are developed. He blamed this on radio's lack of complete appreciation of the retail problem and serious program experimentation.

In selling programs to sponsors, Dr. Hettinger favored use of a comfortable audition room resembling an average living room, and advised salesmen to keep prospects from seeing a program performed until it has been bought.

Daytime Radio

John J. Karol, CBS director of market research, marshalled a striking array of facts and statistics to bolster his subject "Daytime Radio Advertising Makes Good."

He indicated that daytime radio time recently was in the same category of evening time much earlier —that it was untried and hence regarded with suspicion by advertisers.

"Procter & Gamble, General Baking and Edna Wallace Hopper were among the first who dared investigate the potential power of radio in broad daylight," he stated. "It was in that fabulous year of 1929, notable for having started other things, when Procter & Gamble first dipped a tentative toe into daytime radio; inside of two years the other two were echoing P & G's shouts of "Come on in—the water's fine!"

Mr. Karol stated that where leading advertisers spent about $7,500,000 on daytime network shows in 1931, the figure had soared past the $21,000,000 mark in 1937. He characterized this growth as "the most striking of all radio's advances."

The investments of individual advertisers, he said, have made even sharper advances than that.

Daytime listeners are attentive, for one thing, he said in analyzing reasons for the growth of daytime radio. He went on to say that they have "the housewife's habit of turning to the radio for information on what to buy—and then buying it."

The farm market, too, is listening to radio in the daytime more and more, he added.

Mr. Karol went "behind the scenes" in analyzing audience research on daytime listening. Some reports, he said, indicated a rather low percentage. He atttributed this to the fact that, first, the surveys were generally made by telephone, thus missing about half the U. S. radio homes; and, second, surveys such as the Crossley ratings represent an average of the audience for each of five weekdays. "But,"

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Drawn for BROADCASTING by Sid Hix

"I've Landed a New Account, Chief! It's a Company That Makes a Device to Eliminate Radio Commercials."

House Repudiates Radio Inquiry Plan

Measure's Promoters Are Rebuked During Debate

(*Continued from Page 12*)

felt that radio was such a technical and important subject that a special committee should be appointed to handle the investigation. He declared every one of the 40 so-called clear channels were controlled by stations owned or affiliated with one of the big chains. He told of alleged large sums paid to license holders for transfers, many times more than the equipment value of the stations.

Connery Reiterates Charges

Rep. Connery (D-Mass.) brother of the author of the resolution, reiterated previous charges about monopolies, wrongdoing on the FCC, and skeleton-rattling in general. He said there was not a "clear channel available" should the Government desire to build a station.

When Rep. Rich (R-Pa.) interrupted to assert that he should turn his charges of monopoly over to the Department of Justice, Mr. Connery said the Commission can't investigate itself. "Let's go ahead and prosecute them through the Department," Mr. Rich interjected.

More loose charges about the "gang from New York being at work" against the resolution were made by Mr. Connery. His final plea was that his late brother who introduced the resolution had worked hard for it, and that he was confident the membership of the House would report the resolution a day before the anniversary of his passing.

Attack on Payne

Staunch opposition to the measure came first when Rep. Warren (D-N.C.) loosed a vitriolic attack on Commissioner Payne. The campaign for the resolution, he said, was started by Mr. Payne, whom he described as "a disgruntled Republican smart-aleck on the FCC". There was an outburst of applause from both sides of the chamber.

Rep. Warren said no lobbyists had talked to him about defeating the resolution. On the contrary, he said it was a well-known fact that the corridors were covered with lobbyists for the resolution. Declaring he was in favor of House investigations by special committees when they were warranted, he said that the proposal was not justified; that the Senate had forgotten it, and that it had been "palmed off" on the House. He referred to the President's monopoly study by a joint committee as broad enough to cover the proposed radio monopoly inquiry.

Moreover, Mr. Warren said the Connery Resolution was so loosely drawn that it provided the committee should report its findings to the "75th Congress" which "expires within 24 hours or so".

After upbraiding Payne, Mr. Warren said he held no brief for Chairman McNinch, but that his "lofty character and high integrity" were well-recognized. He alluded to the President's drafting of the dynamic North Carolinean as FCC chairman to "clean up" the situation, and declared he had done a "fine job" and could be relied on to "clean up any undesirable situation that might exist."

A second onslaught against Mr. Payne and against the action of the Rules Committee chairman came when Rep. Cox (D-Ga.) asserted that as a Rules Committee member he did not discern the slightest basis in fact for an investigation of the FCC.

"The resolution is not for the purpose of investigating a radio monopoly but to take members of the FCC for a ride," he said.

Observing that Chairman O'Connor had said the resolution was not his own, Mr. Cox declared it was well known that "it is at least his baby by adoption". He charged the chairman with exerting "pressure", and also asserted that the "majority of his Committee is against the resolution".

Chairman O'Connor interjected to assert that the "resolution wouldn't be here" if the Committee had opposed it. Whereupon Mr. Cox said the resolution was in the House because "of what was done by Mr. Payne before the Committee." Then he recounted that the Committee had heard Mr. Payne make his charges of "undue influence" on Commission members, and that he was given further opportunity to "make a full disclosure of the insinuations and charges he had made for many months."

"Payne," he said "made a very sorry figure in his appearance before the Committee. Upon a subsequent appearance he had no evidence upon which to support the charges that he had made."

Mr. Cox concluded that the FCC had issued an order to investigate allegations of monopoly in the industry, and that after hearing Mr. McNinch, "no one could have the slightest doubt in the world" that it would conduct a full inquiry.

Rep. Karl Stefan (R-Neb.) strode across the chamber and in high-pitched voice criticized the Connery Resolution by facing Rep. Connery himself. He said the trouble was that those experienced in radio were not consulted on matters having to do with the industry. Mr. Stefan himself is a former radio commentator, having been associated with WJAG, Norfolk, Neb.

Fish Asks Questions

Rep. Fish (D-N.Y.) drew a roar of disapproval from the Democratic side as he offered to bet a "campaign hat" that the resolution would be defeated. Representing Roosevelt's district in Congress, he told the House there were a number of things that needed to be investigated in the radio industry.

"I would like to know if Charley Michelson [publicity director for the Democratic National Committee] is still receiving $10,000 from the Crosley Radio Corp., who holds a license for one of the largest radio stations in America," Mr. Fish said.

Mr. O'Connor interrupted to say the Crosley superpower permit was one of the chief reasons for asking passage of the resolution.

"But is it more rotten than that?" Mr. Fish asked.

"Oh, yes, much more," Mr. O'Connor shot back. He added that during the 1936 campaign WLW was unfair in distribution of time to the Democrats.

Resuming his speech, Mr. Fish said:

"I would like to know if Elliott Roosevelt received his licenses for radio stations and those for Mr. Hearst without hearings."

Rep. Martin (R-Mass.) told the House he did not know whether all the reports were true or not, but he felt there was "the occasion for a real investigation in the radio field." "Let us turn on the full light of publicity," he declared.

A Persecution Complex

Mr. O'Connor was about to take the remaining time set aside for the debate when Rep. Harlan (D-O.) demanded five minutes which he said had been promised him.

"I will yield five minutes to the gentleman from Ohio to talk about Crosley Radio," the Rules Committee chairman broke in.

"The gentleman from New York

(*Continued on Page 64*)

Roll Call on Connery Probe Resolution

Against Resolution (234)

Democrats

Aleshire, Allen (Del.), Allen (La.), Allen (Pa.), Anderson (Mo.), Arnold, Barden, Bates (Ky.), Beam, Beiter, Bigelow, Bland, Bloom, Boland, Boyer, Boykin, Bradley, Brooks, Brown, Buck, Buckley (N. Y.), Bulwinkle, Byrne, Cannon (Mo.), Casey (Mass.), Celler, Chapman, Citron, Clark (N. C.), Claypool, Cochran, Collins, Colmer, Cooley, Cooper, Costello, Cox, Cravens, Creal, Crosser, Crowe, Cullen, Daly, Delaney, DeMuth, DeRouen, Dickstein, Dies, Dingell, Dixon, Doxey, Duncan, Dunn, Eberharter, Eckert, Eicher, Elliott, Evans, Faddis, Farley, Fitzgerald, Fitzpatrick, Flaherty, Flannagan, Fleger, Fletcher, Forand, Ford (Miss.), Frey (Pa.), Fuller, Garrett, Gavagan, Gildea, Gingery, Goldsborough, Gray (Ind.), Greenwood, Greever, Gregory, Griffith, Haines, Hamilton, Harlan, Harrington, Hart (N. J.), Harter (Ohio), Healey, Hennings, Hill, Hobbs, Honeyman, Houston, Imhoff, Izac, Jacobsen, Jenckes (Ind.), Johnson (Okla.), Luther A. Johnson, Lyndon Johnson, Johnson (W. Va.), Jones, Kee, Keller, Kelly (Ill.), Kelly (N. Y.), Keogh, Kerr, Kirwan, Kitchens, Kleberg, Kniffin, Kocialkowski, Kopplemann, Kramer, Lambeth, Lamneck (O.), Lanham (Tex.), Larrabee, Lea, Leavy, Lesinski, Lewis (Col.), Long, Lucas, Luckey (Neb.), Ludlow, Luecke (Mich.), McCormack, McFarlane, McGehee, McGrath, McKeough, McLaughlin, McReynolds, McSweeny, Magnuson, Mahon (S.C.), Mahon (Tex.), Maloney, Martin (Col.), Massingale, Maverick, Mead, Meeks, Merritt, Mills, Mitchell (Ill.), Moser (Pa.), Mosier (O.), Murdock (Ariz.), Nelson, Nichols, O'Brien (Ill.), O'Connell (Mont.), O'Connell (R.I.), O'Leary, O'Malley, O'Neal (Ky.), O'Neill (N.J.), O'Toole, Owen, Pace, Palmisano, Patman, Patterson, Patton, Pearson, Peterson (Fla.), Peterson (Ga.), Pettengill, Pfeifer, Pierce, Quinn, Rabaut, Ramsay, Ramspeck, Randolph, Rankin, Rayburn, Richards, Rigney, Robertson (Va.), Robinson (Utah), Rogers (Okla.), Romjue, Roy, Sabath, Sacks, Sanders, Satterfield, Schuetz, Schulte, Scott, Shanley, Sheppard, Sirovich, Somers (N.Y.), South, Sparkman, Spence, Starnes, Sullivan, Sumners (Tex.), Swope, Tarver, Taylor (S.C.), Terry, Thom, Thomas (Tex.), Thomason (Tex.), Towey, Transue, Turner, Umstead, Beverly M. Vincent, Voorhis, Wallgren, Warren, Wearin, Wene, West, Whittington, Wilcox, Williams, Wood, Woodrum, Zimmerman

Republicans

Burdick, Halleck, Lambertson, Reece (Tenn.), Rich, Barton

Progressive

Buckler

Voting Present

Driver

For Resolution (101)

Democrats

Biermann, Cannon (Wisc.), Chandler, Coffee (Wash.), Connery, Dorsey, Edmiston, Ferguson, Flannery, Gray (Pa.), Havenner, Hunter, Kennedy (N. Y.), McGranery, May, O'Connor (N. Y.), Parsons, Phillips, Reilly, Schaefer (Ill.), Shannon, Smith (Conn.), Smith (Wash.), Sutphin, Thompson (Ill.), Tolan

Republicans

Andresen, Arends, Bacon, Bates (Mass.), Brewster, Carlson, Carter, Case, Church, Clason, Crawford, Crowther, Culkin, Dirksen, Dondero, Dowell, Eaton, Engel, Englebright, Fish, Gamble (N. Y.), Gifford, Gilchrist, Guyer, Gwynne, Hancock (N. Y.), Holmes, Hope, Jarrett (Pa.), Jenkins (O.), Kinzer, Knutson, Lord, Luce, McLean, Maas, Mapes, Martin (Mass.), Michener, Mott, Oliver, Plumley, Powers, Reed (Ill.), Reese (Kans.), Robsion, Rockefeller, Rogers (Mass.), Rutherford, Seger, Shafer (Mich.), Short, Simpson, Smith (Me.)

Progressives and Farm-Laborites

Bernard, Johnson (Minn.), Kvale, Teigan, Amlie, Boileau, Gehrmann, Hull, Sauthoff, Schneider, Withrow

FCC's Chain-Monopoly Study May Go to Hearing by Autumn

Chairman McNinch Says Groundwork Is Being Laid; Abandons Views on Regulation of Rates

THE "chain-monopoly" inquiry authorized by the FCC last March probably will reach the hearing stage early this fall. The special FCC committee comprising Chairman McNinch as chairman, and Commissioners Sykes, Brown and Walker, now is directing the preliminary "paper" preparation for the hearing and a full-time staff is expected to be assigned to it by July 1.

Chairman McNinch, in his testimony June 2 before the House Rules Committee in connection with pending resolutions to investigate the FCC along with the industry, said that much of the "spadework" already has been done and that the committee plans to call public hearings as soon as the preparation is completed. In no event could these hearings start before the superpower hearings are concluded, he said. He estimated the hearings might run from four to six weeks.

No Rate Regulation

Most significant was the statement by Mr. McNinch that he had altered his view in connection with rate regulation insofar as broadcasting is concerned. Responding to Rep. Martin (R-Mass.), Mr. McNinch said that when he first assumed the FCC helm last October he believed that rate regulation might be necessary on the ground that broadcasting stations were public utility common carriers. Pointing out that the statute does not provide for such regulation and that the listener does not pay for service directly, Mr. McNinch said that if rates were regulated, the action could only be viewed as in the interest of a small number of advertisers. Radio regulation, he declared, is not primarily a rate problem.

He observed that he had one concern regarding rates but did not know the solution. It is conceivable, he said, that station and network rates may be built up to such a high level that only those with great wealth and power could buy time. That might affect competition, he said, and a serious legislative problem might be presented.

Another problem, he pointed out, grows out of purchase of substantial time by large companies on whose programs speakers give expression to social, economic and political views. Those with opposite views have no means of competing with them unless they purchase equivalent time, he said, adding that there might have to be legislation covering editorial conduct over the air.

Chairman McNinch made the claim, in opposing any Congressional investigation either of the FCC or of the industry, that the Commission would be prepared to submit legislative recommendations to Congress for the next session. These recommendations would grow out of both of the inquiries underway by the FCC and probably would deal with such matters as superpower, network licensing and regulation, editorial policies on the air and similar controverted issues.

The chain-monopoly order adopted by the Commission, the FCC Chairman said, provides for a thorough and businesslike investigation of chain broadcasting, station contracts, programs, practices, and the degree and kind of control that networks may hold over affiliated stations. It is the intention of the FCC committee, he said, to hear civic, religious, labor and other organizations, representing the "public interest aspects" of radio during the course of the hearing which he said might run from four to six weeks.

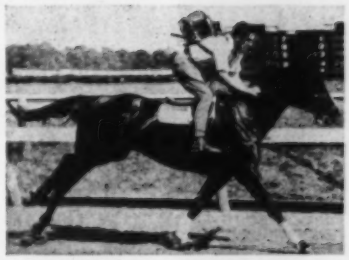
Already two thick volumes comprising analyses of existing network contracts have been submitted to the FCC by its law department as the first phase of the preparatory work. He told the committee that the FCC has a trained force available and he felt they could do an efficient job. By July 1 a special staff will be functioning.

While Mr. McNinch made no statement to the Congressional committee, it is understood consideration is being given to retention of a "special counsel" to conduct the chain-monopoly inquiry. Whether the attorney would be selected from the FCC staff or from the outside its not known.

One of the purposes of the inquiry, Mr. McNinch declared, will be to determine whether independent broadcasters have any "liberty left to them for local expression". A number of small stations had discussed this matter with him, he asserted. Regarding the likelihood of the hearings, it is generally felt the additional preparation necessary will preclude their launching until the fall. Moreover, stations must be given at least 30 days' notice under the statutes and the Commission probably will be inclined to give even a greater time leeway because of the proposed scope and magnitude of the inquiry.

Mr. McNinch said the Commission had received numerous complaints from labor groups and other organizations alleging that stations had refused them time. He said the Commission had adopted the procedure of eliciting from such stations complete reports. Because of the requirements of the law, the remedy in such cases must come later in the way of "appropriate legislation", he said.

Moreover, he declared the question of treatment of both sides of controversial issues, entirely aside from the political section of the law which guarantees equal treatment, constitutes a problem which may require legislation. Mr. McNinch told the committee substantial progress has been made by the Commission in its work and that broadcasting cases now are almost current. He disagreed with the O'Connor observations that the Commission has complicated conditions, particularly in connection with transfers of station assignments during the last few months. The Commission should try to "undo some of the things done," Chairman O'Connor observed.



PORTABLE shortwave equipment of NBC was classified as 35 pounds added, when Stare, stocky jumping horse, on June 7 provided a preview of the Wilmington Handicap, held the following day. The broadcast by the jockey from the back of the racing horse was heard on the Red network at 5-5:30 p. m.

Holes in Copyright Laws Halt Program Innovation

INADEQUACY of regulations on program copyrights and priority, which in the past has caused considerable loss to sponsors and agencies, is creating a major problem in broadcasting. Unless the matter of program rights can be clarified, agency executives in Hollywood declare radio may be strangled. Incentive for innovations in programs is stultified by threat of action from plaintiffs claiming prior rights to the program.

Such controversies as that involving *Gang Busters* and *What Would You Have Done?* attest to the weakness of current laws in establishing program rights, it was pointed out. Several priority suits have been filed in Los Angeles Superior Court in recent months. Many have been settled out of court, others are pending.

Calls of the Wild

CANADIAN Broadcasting Corp., with its new mobile unit that includes a shortwave transmitter and recording equipment, intends to present a new series of programs this summer titled *Canadian Scene*. The unit will visit national parks at Banff, Jasper and Prince Albert where recordings of wild life will be made and then broadcast on the CBC network as well as via shortwaves to England and other parts of the British Empire.

LIGHTNING struck W3XEX, high-frequency experimental unit of WTAR, Norfolk, on June 13, partially destroying several stages of the transmitter.

RENAMING OF CASE IN RECESS LIKELY

REAPPOINTMENT of Norman S. Case, Republican member of the FCC, on a recess basis was seen June 14 as Congress prepared to adjourn without submission of his name to the Senate for ratification by President Roosevelt. Gov. Case's term expires July 1. There is no known opposition to his reappointment for a seven-year term from July 1.

Failure of the President to submit his name as Congress went into its final hours was interpreted as an indication that the President probably would give him a recess appointment by July 1. Then, presumably, he would be nominated for the regular term when the next session of Congress convenes in January, 1939, retroactive to July 1, 1938.

Gov. Case was named to the original FCC in July, 1934, for the four-year term, the first appointments having been made on a "staggered" basis of one to seven years. All new appointments, however, are for seven-year terms.

WOW Wins Reversal

RIGHT of a WOW crew to broadcast the National Cornhusking Contest last autumn from a nearby field was upheld in a recent Missouri Circuit Court decision reversing the convictions of the crew on a trespass charge filed by another station claiming the exclusive rights to broadcast the event. Foster May, news editor of the Omaha station, Joseph Herald, and Paul MacDonald, engineers, had been found guilty by a justice of the peace and fined $10 and costs. May had broadcast the contest with the aid of field glasses.

Appealing New Station

FURTHER delay in the construction of WDSM, Superior, Wis., authorized by the FCC in January 1937 to construct with 100 watts on 1200 kc., was seen in the announcement that an appeal from the decision of the Court of Appeals of the District of Columbia, upholding the grant, would be taken to the U. S. Supreme Court. The opposition to the new station in the Duluth-Superior area is headed by KDAL, Duluth. Following the court decision, the Commission on June 10 authorized Fred A. Baxter, former mayor of Superior, holder of the construction permit, to proceed with construction.

NBC Television Tour

TELEVISION will be added to the sights available to New York visitors in August, when NBC opens to the public its television demonstration studio, now under construction on the ninth floor of the RCA Building. Exhibit will contain a small television stage set and iconoscope cameras as well as the latest model RCA television receivers, so visitors will be able to see a performance televised. A lecture will give a simple explanation. Tickets will be sold singly, or in combination with studio tours.

JOINT district NAB meeting of the combined Florida, Georgia and Alabama broadcasters' associations will be held June 26 at Ponde Vidri, near Jacksonville, Fla., with John Hopkins, manager of WJAX, Jacksonville, as host.

Poppele Asserts Television Here Equal to Foreign

Tells of Progress Observed In London During Tour

IT IS DOUBTFUL whether British or continental television engineers have advanced any farther than Americans, technically speaking, according to J. R. Poppele, chief engineer of WOR, Newark, but they have progressed a long way in production of programs and in exploitation of television. Mr. Poppele, who recently returned from a two-months tour of England and seven continental countries in which he conducted a survey of European radio, was interviewed May 28 on WOR by Tom Slater.

Mr. Poppele

"I was much impressed, while in England, with the advancement made by the BBC which now has 3,000 television subscribers in the Greater London area.

"Television broadcasts are transmitted for two hours in the afternoon and for an hour-and-a-half in the evening. They are pretty well received all over London, but they do not have our major problem—that is, numerous high steel buildings which tend to absorb and blanket the signal. But neither do they have the advantage of tall buildings from which to transmit. The BBC television station is located in Alexandra Palace which is not more than 300 feet high, overlooking greater London, but puts a very creditable image into the television receivers throughout London.

A Strain to Watch

"The pictures are projected on a vacuum tube cathode-ray screen of about 8x10 inches which may be viewed in a semi-darkened room. The type of program material transmitted is of considerable interest although it places more of a strain on the audience than does a usual sound broadcast. It required all of your attention, the same as a motion picture. The voice and pictures are broadcast on separate frequencies and synchronized as are our American movies.

"I saw at Alexandra Palace two television cameras in use which enabled the BBC program men to create elaborate effects on the television screen, such as fade-ins, dissolves and other tricks similar to those employed by motion picture cameramen.

"I found that in France great strides had also been made, and that the antenna of the Eiffel Tower is employed to transmit the television program, but on the whole the results have not been taken far beyond the laboratory walls. Germany, contrary to popular belief over here, is third in the European development of the art. However, the Germans have gone quite a way in perfecting the television telephone.

"While still a scientific curiosity, I think that this utilization of televison has a great future ahead of it. But the United States still has a sizable lead over its European competitors in the technical development of this field.

"Development in facsimile, except in Germany, has not kept pace with the advancement in this country. However, the perfection of both television and facsimile is being closely watched by the military in all European countries. There are no regularly scheduled facsimile transmissions in Europe such as those of American stations."

NBC Rebuilding Television Layout; Two Firms Offer Video Sets to Public

By BRUCE ROBERTSON

WHEN NBC on June 9 shut down its Empire State Bldg. television transmitter for a period of overhauling equipment and studios after the most strenuous session of video broadcasting in the 18 months since its inception, it had chalked up two firsts by televising the first full-length feature motion picture and the first scene from a Broadway play with original cast.

Other firsts, not of NBC's making, were that these broadcasts were witnessed not only by officials and engineers whose homes are equipped with RCA receivers and by guests in the network's reviewing rooms but by thousands of average citizens standing before demonstration video receiving sets in Manhattan department stores. These latter sets, made by Television Corp. of America and by the Allen B. Du Mont Laboratories, were also the first television sets to be offered for sale to the American public, orders being taken for delivery within five or six weeks at prices ranging from $125 to $650.

Originally announced in April for a four-week period, NBC extended its television series an additional three weeks to allow groups interested in engineering progress and program technique to witness the broadcasts on 16 receivers installed on the 62d floor of the RCA Bldg. Programs were carried by coaxial cable from the network's television studios, also in the RCA Bldg. to the transmitter in the Empire State Tower, from which they were broadcast. Schedules were also enlarged from two hours weekly to as many as six hours in a single day to accommodate the many groups who wished to see the demonstrations.

Will Make Changes

The next few weeks will be occupied in incorporating changes in both studio equipment and the transmitter that the experimental period has shown to be desirable, according to O. B. Hanson, NBC vice-president and chief engineer.

Images on the RCA receivers are of a clear black and white and can be watched for a considerable period without any symptoms of eye strain or fatigue. The scene from "Susan and God," starring Gertrude Lawrence, was exceptionally good television entertainment, not only because of the excellence of the acting but also because the cameras and the receivers caught every facial expression or bodily movement of the actors. The motion picture, "The Return of the Scarlet Pimpernal," was less satisfying, at least to this observor, because the figures in the longer shots were too small to be clearly distinguished on a mirror of 7½ x 10 inches.

The Du Mont set does not employ a mirror, but uses the side of its spherical tube as the viewing point, giving an image about 10 x 12 inches on the larger set, which employs a 14-inch tube, and somewhat smaller on a table model with a 12-inch tube. Images are black and white but of a lesser intensity than in the RCA receivers, which may have been due to the fact that the sets had been hastily installed for the demonstration and might not have been properly adjusted. The larger receiver, which combined both audio and video reception, was priced at $650; the table model, which was video only, was $425. A Du Mont engineer said this company has filed an application with the FCC for a television broadcasting license and plans to furnish a regular schedule of programs for the purchasers of its sets.

Television Corp. of America is a subsidiary of Communicating Systems Inc. [BROADCASTING, May 15], formed to manufacture and market the television receivers made under the patents of the parent company. Denying rumors that stock will be offered to the public, spokesmen definitely stated the company is a closed corporation with no stock for sale. Sets are much smaller than the others, using 5-inch and 3-inch viewing tubes of the oscilloscope type, which present the image against a deep green background. These sets, retailing from $125 for video only, will be placed on the market in all communities receiving television broadcast service, it was stated, and officials of the company are contacting broadcasters and distributors in a number of cities.

Queried as to when RCA would put its sets on the market, spokesmen for this company reiterated that every change in transmitting equipment necessitates a complete rebuilding of receivers and that they would not make their sets available to the public until the standards of both transmitters and receivers have been approved by the standards committee of the Radio Manufacturers Assn. and the FCC. They added they did not believe it fair to sell sets until a definite program service is assured. When the standards are approved, RCA equipment will be available to any manufacturer who applies for an RCA license, it was said. No member of the RMA has as yet put a set on the market.

CBS, which has ordered a television transmitter from RCA, hopes to begin its experiments with visual broadcasting this fall, but no definite date has been set. Space in the Chrysler Tower, in which the transmitter will be installed, has not yet been prepared to receive the equipment, although that part of the job is expected to be completed shortly. Gilbert Seldes, who will have charge of the television programming at CBS, is at present producing the network's adult educational broadcasts and will not begin to specialize in television until the scanning cameras are installed in the Grand Central studios.

Visual Standards Deferred by RMA

Convention Refers Code Back For Additional Study

RADIO Manufacturers Association meeting June 8 in its 14th annual convention at the Stevens Hotel, Chicago, elected Albert S. Wells, of Wells Gardner & Co., as president succeeding Leslie F. Muter, of Muter Co., Chicago. More than 140 members attended the convention which reelected Bond Geddes as executive vice-president and reappointed John W. Van Allen general counsel.

The RMA television committee failed to agree on a code of standards for transmitting and receiving apparatus which was to have been submitted to the FCC for approval. The code was referred to the standards section for further study.

Some 140 manufacturers displayed their products at the National Radio Parts Trade Show, June 8-11. S. N. Shure, president of Shure Bros., Chicago, was head of the trade show. Among displays of interest to broadcasters were: Amperex water-cooled tubes 232-C and air-cooled tubes 857-B and 849-A, products of the Amperex Electronic Prod. Inc., Brooklyn, N. Y.; microphones with accoustical compensator, SKH and SKL, and small velocity mikes, ACH and ACL, offered by Amperite Co., New York, and displayed by S. Ruttenberg, president, and Andres Barbieri, chief engineer.

Astatic Exhibit

Astatic Microphone Labs., Youngstown, featured a new multiple unit, crystal pressure-operated microphone, nondirectional with high internal capacity to permit use of long cables, M-U series. The Astatic booth was attended by F. H. Woodworth, president; R. T. Schottenberg, sales manager; C. E. Semple Jr., general manager; J. R. Bird, chief engineer, and Engineer K. L. Coulter.

Transmitting equipment was displayed by E. F. Johnson Co., Waseca, Minn., which distributed a new catalogue of antenna coupling equipment and coaxial transmission lines. The booth was attended by E. F. Johnson, general manager; Lloyd W. Olander, chief engineer; Byron E. Hargove, sales manager, and Fred Hager Jr., engineer.

Presto Recording Corp., New York, featured a cabinet model console recorder and phonograph combination as well as its 16-X transcription recorder complete with playback turntable and amplifier. In charge of Presto's display was R. C. Powell, assisted by a number of Presto regional representatives.

ElectroSound Products, Chicago, displayed its Radiotone PR-20 professional recorder and a new HR-50 home consollette recorder. R. F. Bellack, president of ElectroSound; Wm. H. Snow, president of Radiotone Inc., Hollywood; and V. G. Geisel, vice-president of ElectroSound were in attendance.

Shure Bros., Chicago, featured a "true unidirectional crystal microphone" and a 914-A crystal record reproducer with a bent arm. In charge of the Shure display were S. N. Shure, president; Gene Berman, sales manager; R. P.

(*Continued on page 71*)

When Advertising Turns to Showmanship

New and Exciting Trends Supplant Drab Routines of Past Era

By ROY S. DURSTINE
President, Batten, Barton, Durstine & Osborn

TIME was when about all an advertiser had to do was order a double truck and hopefully await a sales deluge. Times have changed, however, and no keener observer of these changes can be found than Roy Durstine, one of the first to see the selling possibilities of radio. In adjoining columns are excerpts from his address scheduled for June 15 delivery before the Advertising Federation of America convention in Detroit. The speech, titled "Showmanship in Advertising", might better have been labeled "The Past and Future of Advertising".

BIG business has learned a new vocabulary. It has grabbed a new sales tool, absorbed a new technique, adopted a new medium. It's now in show business.

Radio is perhaps the most dramatic application of showmanship to business but it is only one example of the quickened tempo of today. Nobody has time for a bore. Business has to be interesting. It has to be exciting. And even if there had been no such thing as radio, showmanship would have been applied to business over the past decade.

Mr. Durstine

The stepped-up pace of life today clamored for it. Whether we like it or not, masses of people today can be influenced only by the dramatic, the exciting, the graphic, the simple smash.

There are those who may feel that showmanship was known in this country in our last presidential campaign when a gentleman asked for a glass of water in the midst of a fireside chat with his one hundred and thirty million neighbors. Or the other day when the same gentleman talked to 13 students graduating from Arthurdale High with nobody else listening except the radio listeners on a coast-to-coast network.

Is it any wonder that American industry realizes that it, too, must be interesting?

When a publisher wanted to promote his magazine or newspaper, not so many years ago, he used to get out a circular letter, if he was feeling very daring that day, he would print a small folder in as many as two colors. Today we are in what may be termed the Hardware, Notions, Pet Shop and Groceries Era of magazine promotion. It's a poor day in an agency executive's life if he doesn't get a hammer, a horn and a magnet, a parlor game or a box of candy, a homing pigeon, or a package of cheese. An idea wouldn't venture out into the cold world without an overcoat of Cellophane.

Times Have Changed

A newspaper used to be a newspaper and a magazine a magazine. Today a newspaper can be anything from a picture pamphlet to a colored supplement which calls itself a magazine; and a magazine can fill itself with hot news and have a shorter closing date than the rotogravure sections of the newspapers. It's very confusing.

New functions are all very well so long as we know what we are doing when we embrace a new development. Let's realize, for example, that the reason we are going into commercial pictures is not only just to offer a complicated new service on which Will Hays hopes we'll break our necks and on which for a while we shall probably lose money, but because one of these days we'll hitch our knowledge of movies to what we have learned about radio and then we'll be ready for television.

And that's when the fun will start if television is to be commercially sponsored, too. The hard part won't be from the technical side because the engineers haven't far to go. Things are close to the starting point both here and abroad, so far as technology goes.

In England, sending spot news by shortwave from the scene of the event to the transmitter is an everyday occurrence. They have actually sent it in over an ordinary telephone wire which eases the pressure on this coaxial cable trouble.

They can give you an image on a screen three feet high and three-and-a-half wide and they are getting fine average reception at one hundred miles.

But apart from engineering and taking it only from the production stand-point—there is the headache of television. A single half-hour show, needing only three or four hours for rehearsals if it were on the radio, means scenery for television and costumes and lighting and memorizing by the actors as well as direction in positions, movement and "business". In England that half hour show by television needs rehearsals of not three but 63 hours!

Use Sense in Radio

In all this headlong development of showmanship, sometimes we must dig in our heels and refuse to be carried along by the dangerous undertow. Let's realize that just because some advertisers go haywire occasionally and run up the prices of radio talent by offering anything anybody demands, it doesn't mean that these ridiculous figures make sense. Let's see what we are getting by applying the same kind of measuring rods to radio that we would to any other medium.

The cost per thousand sets tuned in is as good a measure as any. Each of us can apply it to his own shows and by some pretty accurate guesswork can get a similar figure for the competing shows on opposite networks. Especially on some of the big-name shows the results of these cold-blooded analyses are very revealing.

It's only extending to radio the technique that we use every day in tests by consumer juries, tests by coupons or by buried offers and all the other 14 or 15 ways of measuring the effectiveness of advertising.

Things aren't going to stay put in the future any more than they have in the past few years. The depression taught us to take what we had and make the most of it.

If we had gone along as we were in 1928 and 1929 we might have degenerated into a nation of overfed, dull, over-confident fatheads. The past nine years have made us tighten our belts and get resourceful. They have sent Business back to its laboratories and its workshops to make better existing things for less money and gave the chemists and engineers an opportunity to turn out new exciting things and made management glad to adopt an open mind.

Purge From Within

Advertising has a great capacity either to help or hurt business in its relations to Government. It's nothing new for Washington to concern itself with business and there is only one way to circumvent the politicians who can always make headlines by threatening censorship. That is for an industry to clean itself up from within.

There is no finer example of progress in this direction than the start made by the Toilet Goods Association.

This plan is working, according to first-hand reports. Members are submitting their copy and the Committees are functioning. When every industry whose advertising covers controversial claims organizes itself to clean house from within the menace of bureaucratic control will disappear.

But it is not only on the negative side that advertising can render service to business. It can work positively, too, by helping business to be articulate in explaining itself. It seems to be fashionable these days to spread the impression that social justice is something which always must be wrung from the reluctant hands of industry. So often the plain story of satisfactory relations between employers and employes, of long existing benefits voluntarily established, are described either with a tone of apology or defiance. Mr. Cameron has clearly shown that these subjects can be discussed without bitterness, without boasting and without cringing.

Fight Fire With Fire

That much abused function called Public Relations, which now bids fair to cover as much territory as the threadbare word Institutional, offers advertising one of its most inviting challenges. It must use the channels which will reach down to the millions, especially radio and the foreign language press for those who read no English and motion pictures for those who cannot understand our language and cannot easily read their own. If business fails to fight fire with fire it will be losing by default its greatest opportunity to tell its story before it is too late.

As we come out of the depression, we must shake the mud from our shoes. We still have radio programs, for example, which make capital out of the unfortunates who present to the Travellers Aid Society one of its most baffling problems—caring for the youngsters who find themselves stranded in New York after an unsuccessful attempt to be a star overnight. The number would undoubtedly be greater if so large a percentage of the contestants were not veterans whose years in vaudeville have taught them how to shift for themselves.

We still have rubber-stamp commercials delivered by hot potato announcers. If the listening public could only talk back!

But any decade which has developed for radio such artists as Jack Benny and Gracie Allen and Jack Pearl has been worth its weight in kilowatts.

Any span of years marks gain when the people of this country have received the music of the Metropolitan and the Philharmonic and Toscanini, the magnificent concerts of General Motors and Ford, the dramatic production technique of an Arthur Pryor originated for the *March of Time*, the high level of excellence of the *Lux Theatre of the Air*, and the brilliant versatile musicianship of Andre Kostelanetz and Frank Black.

Appraising radio purely as advertising there have been tremendous forward strides. There is the daytime strip which still remains a happy secret between the spon-

(Continued on page 43)

Radio Aids Hunt For Child Slayer

Three Miami Stations Active In Helping Authorities

RADIO-NEWS cooperation between WQAM, WIOD and the *Miami Daily News* brought listeners and readers in the Miami area graphic accounts of the hunt by federal agents for the kidnaper of 5-year-old James Bailey Cash Jr., who was snatched from his Princeton, Fla., home the night of May 28.

WKAT, Miami Beach, also claimed a scoop when at 2:10 a. m., June 9, it interrupted its late 12 to 3 a. m. *Insomnia Club* swing show to flash first news of finding of body of Skeegie Cash and apprehension of Franklin Pierce McCall, confessed ransom note-writer.

WQAM carried 30 broadcasts direct from Princeton, aggregating 6½ hours, by using toll phones, broadcast circuits, Fairchild recorder, and two shortwave outfits. WQAM's first Princeton broadcast was on the air at 9:55 a. m. May 31, as the G-men entered the search. WQAM also supplied complete loud-speaker service for the searching party and a direct phone line to Miami, broadcasting 150 messages about the search and supplies for the searchers.

After sitting on the story of federal intervention for nearly 36 hours at the request of FBI Director Edgar Hoover, a WIOD crew with the station's mobile unit and a staff of reporters and photographers from the *Daily News* swung into action at 2 a. m., May 31, on the heels of the G-men. Later that day remote equipment was installed in a Princeton hotel and programs went out over a telephone circuit to main studios in Miami. The mobile unit was kept constantly available and was sent to points in the Keys where no telephone circuits could be had, maintaining constant contact between searching parties and the temporary hotel studios in Princeton, and between *Daily News* editors and their reporters and photographers through the portable transmitter WIOE in Miami.

By weekend WIOD had established a shortwave station at Card Sound bridge, headquarters of the water search, and was relaying broadcasts to Miami via its temporary studios at Princeton, with authorities directing the Card Sound search by boat using it as a contact with Miami FBI headquarters. June 4 the mobile unit WMFT went down into the Keys, to Tavenier, about 60 miles south of Miami, and set up direct two-way communication with WIOE. Here a high-frequency 2-watt pack transmitter was used to describe activities of searchers from a boat.

The WIOD staff on the assignment included Manager Marvin Wales; Chief Engineer Milton C. Scott; Fred Clark, Bob Barwick and Wilton Chiles, engineers; Frank Malone, newscaster; Charles Green, Sam Parker, Bill Hightower, Noah Tyler, and Bill Pennell, announcers.

WSAV are the call letters assigned by the FCC for the new local on 1310 kc. authorized by the FCC for construction in Savannah, Ga. [BROADCASTING, June 1].

Time Sales of Major Networks in May Increase 2.5% Over Figure Last Year

COMBINED time sales of the nationwide networks in May totalled $6,078,764, an increase of 2.5% over the $5,930,010 of May, 1937. This May increase in network billings was a reversal from the 1.9% April decrease from the previous year and partly dispelled fears the approach of warm weather would result in a general decline in network advertising below the 1937 level. Cumulative billings for the year to date are $32,452,012, a gain of 7% over $30,319,641 billed in the first five months of 1937.

Individually, NBC showed a gain of 7.1% for the month over the same month last year; MBS reported a 25.6% increase, and CBS showed a loss of 4.6%. For the five-month period all networks showed increases: NBC's cumulative total of $17,851,185 passes its last year's five-month total of $16,944,720 by 5.3%; CBS shows $13,461,060, a gain of 9.2% from the $12,326,689 for the same period of 1937, and MBS has an increase of 8.7%, with $1,139,767 to date this year as compared with $1,048,232 for the same period of last year.

Gross Monthly Time Sales

	1938	% Gain over 1937	1937
NBC			
Jan.	$3,793,516	7.1%	$3,541,999
Feb.	3,498,053	6.1	3,295,782
March	3,806,831	5.3	3,614,283
April	3,310,505	1.0	3,277,837
May	3,442,280	7.1	3,214,819
CBS			
Jan.	$2,879,945	21.1%	$2,378,620
Feb.	2,680,335	18.4	2,264,317
March	3,034,317	18.5	2,559,716
April	2,424,180	—5.4	2,563,478
May	2,442,283	—4.6	2,560,558
MBS			
Jan.	$ 269,894	26.3%	$ 213,748
Feb.	253,250	9.0	232,286
March	232,877	—5.9	247,431
April	189,545	—5.3	200,134
May	194,201	25.6	154,633

KOOS, KVEC Affiliate As Don Lee Net Expands

KOOS, 250-watt Marshfield, Ore., station on 1200 kc., joined Don Lee Broadcasting System June 2 as an affiliate. KVEC, 250-watt San Luis Obispo, Cal., station on 1200 kc., joined the network June 15. The latter station is owned and operated by Valley Electric Co., and managed by Les H. Hacker. J. B. Toles is general manager of KOOS, owned and operated by Sheldon F. Sackett, publisher of the *Coos Bay Times*.

KTKC, Visalia, Cal., also operating on 250 watts on 1190 kc., will become an affiliate of the Don Lee network when its application for full time has been granted by the FCC. Station is owned and operated by Tulare-Kings Counties Radio Assn., which has also requested an increase to 1000 watts on 890 kc. Charles P. Scott is manager. Don Lee network, which is the West Coast outlet of Mutual Broadcasting System, now includes 28 owned and affiliated Pacific Coast stations. Lewis Allen Weiss, general manager, stated that several other stations will be added as affiliates within the near future, but refused to name them. Negotiations are now under way.

Thorwald Signs Again To Manage WRR, Dallas

JOHN THORWALD, for the last 13 years manager of the municipally-owned WRR, Dallas, has signed a new two-year contract to continue operating that station under which gross receipts are divided with the city. A special commission on June 3 reported to the city council against the proposal of Elliott Roosevelt, president of Hearst Radio Inc. and operator of KFJZ, Fort Worth, to lease the station. Under his new contract Mr. Thorwald pays the cost of programming and commercial operation while the city finances all mechanical operations. It is understood young Roosevelt had also offered to buy the station, which he hoped to link by wire with KFJZ, but that the offer was under the $200,000 fixed by city officials as the value of the station.

WWNC, KARM PLAN CBS AFFILIATIONS

NEGOTIATIONS were concluded in early June between Don S. Elias, manager of WWNC, Asheville, N. C., and Herbert V. Akerberg, station relations vice-president of CBS, whereby WWNC will join the CBS network as soon as it can terminate its present affiliation with NBC. In announcing the new affiliation, Mr. Akerberg stated that it is hoped to link the station, owned by the *Asheville Citizen*, with CBS by Sept. 1. WWNC operates with 1,000 watts on 570 kc., and will shortly apply to the FCC for 5,000 watts daytime.

KARM, Fresno, Cal., on July 1 will become a member of the basic CBS Pacific Coast group, offered to advertisers at a rate of $75 per evening hour.

WRVA, Richmond, recently authorized to increase power to 50,000 watts, will have its new transmitter ready Oct. 1, at which time it will be quoted on the CBS rate card at $300 an hour at night, $150 days. Current CBS advertisers using WRVA will continue to pay their existing contract rates until contracts expire, but all new contracts after Oct. 1 will carry the new rate schedule, according to William C. Gittinger, CBS sales manager.

WJTN as Blue Bonus

WJTN, Jamestown, N. Y., has been made a bonus station for advertisers using the NBC Basic Blue Network. Station, which operates with 100 watts nights, 250 watts daytime, on the 1210 kc. channel, has been an additional Blue station, with a network evening hour rate of $120.

Swift Spots for Jewell

SWIFT & Co., Chicago (Jewell shortening), has started a twice-weekly series of spot announcements in its first national use of radio for this product on these stations: WAPI WHAS KRLD KTRH KTSA WHK WDBJ WMMN WBT WTOC WMBR WQAM WDBO WJNO KOMA KTUL WDOD WLAC WCHS WPAR WWL. J. Walter Thompson Co., Chicago, is agency.

NETWORK COVERAGE AUGMENTED BY NBC

ADVERTISERS sponsoring programs on either of NBC's networks may now order additional stations from the other network to augment coverage in particular localities. The new rule does not permit substitution, but only additions to the network, and is subject to availability of the stations and to a 30-day recapture clause, so that if another advertiser purchases the other network at the same time he may have its full facilities.

The rule was put through primarily to permit advertisers on the Red network to add Blue stations WSYR, Syracuse, and WHAM, Rochester, and to allow Blue advertisers to add WIRE, Indianapolis, and WCSH, Portland, to their basic Red network. The move is in line with NBC's recent dropping of Red and Blue appellations for supplementary networks which are now numbered and available with either of the basic networks and is part of a general plan to make the NBC setup as flexible as possible.

Sale of KVCV, KHSL For $55,000 Is Sought

A DEAL for the purchase of the entire stock of Golden Empire Broadcasting Co., operating the 100-watt KVCV, Redding, Cal., and the 250-watt KHSL, Chico, Cal., was disclosed early in June in applications for transfer of ownership filed with the FCC. The total purchase price is $55,000, and the purchasers are Ray McClung, publisher of the *Merced* (Cal.) *Sun-Star*, licensee of KYOS, Merced, who would acquire 150 shares of stock; Horace E. Thomas, publisher of the *Marysville* (Cal.) *Appeal-Democrat*, who would acquire 75 shares, and Stanley R. Pratt, of Chico, a radio consultant, who would acquire 75 shares. The Golden Gate company is now owned in equal parts by Harold Smithson, manager of both stations; William Schield, of San Francisco, and Sidney R. Lewis, of San Francisco.

Interest Sold in WJBK

GEORGE B. STORER, Detroit industrialist and operator of several broadcasting stations, has sold his 16 2/3% interest in WJBK, Detroit local, to John Lord Booth, son of the late Ralph Booth, one-time president of the Booth Newspapers of Michigan. The reported price was $16,500. No FCC approval was required for the deal since it involved only a minority interest. One-third interest in WJBK is held by James F. Hopkins, manager, and 50% by Richard Connell, Detroit auto dealer. Mr. Storer also holds controlling interest in WSPD, Toledo; WRVA, Wheeling, W. Va.; WMMN, Fairmount, W. Va., and has a minority interest in KIRO, Seattle.

Sun-Gold Feelers

CALIFORNIA Fruit Products, Hollywood (Sun-Gold Fruit Spread), through Gerth-Knollin Adv. Agency, Los Angeles, on May 28 started a test campaign on KSCJ, Sioux City, Iowa, and KGKO, Fort Worth, using six-weekly five-minute transcribed commercials.

XUM

Sales . . . .
Before Breakfast

WLS disproved the theory that early morning radio entertainers (6:00 A. M. or thereabouts) talked only to themselves. We showed advertisers thousands of letters received from an active, early morning audience, eager to buy WLS advertised products. One advertiser, using 6:45 to 7:00 A. M. since 1935, told us that sales in the WLS territory mounted 30%, while sales outside WLS territory increased only 3%. Many others have profited likewise. Early morning WLS programs produced definite proof of purchase —sales soared in the midwest area—merchandise moved. *WLS gets results!*

WLS

The Prairie Farmer Station - Chicago

Burridge D. Butler, *President*

Glenn Snyder, *Manager*

National Representatives

INTERNATIONAL RADIO SALES - *Chicago* - *New York* - *Detroit* - *Los Angeles* - *San Francisco*

Radio Set Figures Are Amplified in Special Analyses

Breakdowns of Data Compiled By Both Major Networks

SPECIAL breakdowns of the state and county radio census figures recently announced by the Joint Committee on Radio Research [BROADCASTING, May 15] have been issued by both NBC and CBS for the benefit of agencies and advertisers. CBS in May issued a special brochure which includes the Joint Committee's county figures and also shows the percentage of radio ownership and total radio families for each county, alongside the 1930 Federal census of total families and radio families.

NBC, in a filing card circulated in May, illustrates how radio homes have increased from 12,048,762 shown in the 1930 official census to 26,666,500 shown in the Joint Committee's count as of Jan. 1, 1938. In addition, the NBC card shows that 51% of the total number of radio families is located in the Eastern Time Zone, 37% in the Central Zone, 3% in the Mountain Zone and 9% in the Pacific Zone. Other NBC breakdowns show:

By Geographic Divisions

	Total Families	*Percentage Owning Radios*	*Total Radio Families*	*Percentage Total Radio Families*
New Eng.	2,166,000	92	1,990,900	7
Mid. Atl.	6,922,000	92	6,361,200	24
E. N. Cen.	6,729,000	90	6,050,300	23
W. N. Cen.	3,580,000	80	2,861,900	11
S. Atlantic	3,977,000	65	2,598,700	10
E. S. Cen.	2,561,000	60	1,537,000	6
W. S. Cen.	3,146,000	65	2,040,000	7
Mountain	975,000	80	778,000	3
Pacific	2,585,000	95	2,448,500	9
U. S. Total	32,641,000	82	26,666,500	100

Radio Families by City Size

Population	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over 500,000	88.5	5,000,000
100,000 to 500,000	93.4	4,030,000
25,000 to 100,000	95.0	3,380,000
10,000 to 25,000	91.3	2,215,000
2,500 to 10,000	86.4	2,571,000
Rural—Non-Farm	80.3	5,210,000
Rural—Farm	58.9	4,261,000

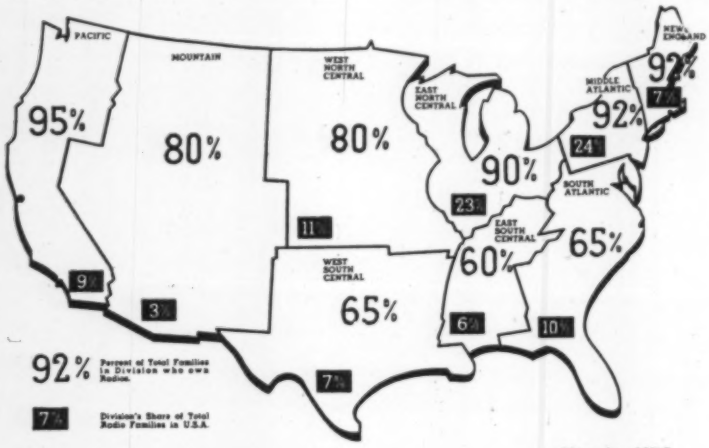
Radio Families by Income Groups

Income	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over $10,000	99.9	400,000
$5,000 to $10,000	99.7	1,495,000
$3,000 to $5,000	98.2	3,730,000
$2,000 to $3,000	95.6	4,780,000
$1,000 to $2,000	88.3	10,600,000
Under $1,000	57.0	5,662,000

Lorillard May Expand

P. LORILLARD Co., New York (Sensation cigarettes), on June 14 started *Don't You Believe It*, audience participation program, on WOR, Newark, handled locally by Allen Kent and Tom Slater. The program, which uses the same script as the series which started May 17 on the Coast on 29 Don Lee and 5 McClatchy stations, replaces Lorillard's *Headlines & Bylines*, sports show which was heard two evenings a week for Muriel cigars. The new program is broadcast Tuesdays and Thursdays at 7:45-8 p. m., and may be expanded to a Mutual network. Blayne Butcher, radio director of Lennen & Mitchell, New York, is in charge.

Radio Ownership by Geographic Divisions



Map by NBC

RADIO AND THE FARM CENSUS

Government Data Said to Be Rich in Material For Use of Broadcast Stations

By Z. R. PETTET
Chief Statistician for Agriculture
U. S. Bureau of the Census

AN ALMOST untouched treasure chest of material for broadcasting is offered by the Farm Census compiled by the U. S. Census Bureau. The actual known uses to which this information has been put by the broadcasters range all the way from laying out potential sales for advertisers to furnishing a part of quiz programs. A few follow:

Business: Advertising, research.

News: News broadcasts on release of information, special news flashes.

Programs: Editorials, special articles and stories, descriptions of territory reached by station, and agricultural production, basic material for farm and home hours, background for local stories and material, general agricultural programs, discussion of serial or agricultural policies, forums, question-and-answer programs, educational broadcasts, including library work.

Use of Census Data

The advertising and research organizations can compute from the Census data the probable amount of merchandise that could be sold in any desired territory, the number and general income level of the farm population, the type of agriculture, farm machinery, etc. Some of this is available not only on a county basis but by minor civil divisions which average about 17 per county. This makes possible intensive study, demarcation, and sampling not only of trade areas, but of primary listening areas. With census minor civil division figures, it may be possible to reduce the cost of sampling listening areas.

Immediately after a census, the news feature of the material is usually given the most attention by broadcasting stations. This extremely important census information is necessary as a basis for the formation of national policies and decisions upon principal points. Among a few may be listed farm tenancy, crop failure and insurance, movement back to the farm, displacement of farm labor and horses by machinery, farm income, etc.

Within the last few weeks first results of a Trial Survey of 3,000 farms in 40 states made in preparation for the 1940 Census of Agriculture have been issued. Typical releases are those showing obsolescence of farm automobiles and tractors, and movement of population back to the farm.

From straight news use the transition is short to that of editorial program and comment. For example, no discussion of farm tenancy and share croppers is complete without Census data as all base figures and classifications are those of the Farm Census. Census information covers practically everything in connection with the farms—utilization of land, field crops, fruits, vegetables, poultry, and livestock.

The library display project, for example, lists several dozen Farm Census publications in the material upon which the groups base their debates. From this point it is a short step to the use of Census material in a wide variety of other programs; for example, the general agricultural programs, agricultural discussion hours, question and answer "leaders" or programs, background for local stories (there is a special Census release for each county in the United States), local area and production talks, basic material for farm home hours, and special articles and stories for educational programs.

We have prepared special articles, maps, and tabulations covering portions of the territory of particular interest to the various stations. We are trying to adapt our material to business and program needs of the broadcasting stations.

Thirty-five hundred summary leaflets of Census information and reprints of various articles describing their use by many types of business men, editors, farmers, and teachers are available for free distribution. Mention BROADCASTING and address Division 57-A, Bureau of the Census, Department of Commerce, Washington.

Stations in Los Angeles Squelch Rumor of Plans For Press Retaliations

DENIAL that Los Angeles stations are planning a retaliation movement against newspapers in that city for discontinuing radio columns has been made by the Southern California Broadcasters Association. Reports have been circulated that the association, in cooperation with advertising agencies, contemplates backing a publication devoted to exploiting its member stations' programs and talent. Independent stations in Southern California declare that dropping of the columns has been a boon instead of a detriment. It was pointed out that the newspapers gave preference to network shows and in many instances ignored those of independents. With only logs listed, all are getting an even break. Seattle and Portland newspapers have joined in the boycott on radio, making the action a sweeping one on the Pacific Coast, with metropolitan publications running logs only now. San Francisco and Oakland joined in the ban May 30. Spokane newspapers cut their radio shortly after.

Meanwhile, to offset this action, many stations have started daily quarter-hour features exploiting their respective programs. Others will launch a similar service.

Los Angeles Times has taken further steps to divorce the newspaper from radio by cancelling its thrice daily news broadcasts and Marian Manner's household talks on KFAC. Edwin Schallert, film commentator and Paul Jordan Smith, book reviewer, who also conducted weekly broadcasts on that station, under sponsorship of the *Times*, have also discontinued their series, effective June 15. Dale Armstrong, formerly radio editor of the *Times*, handled the series.

Two Papers in Chicago Retain Radio Columns

RADIO gossip columns have been retained by the *Chicago Times* and the *Chicago Herald & Examiner* despite the deletion of columns by the *Tribune, Daily News* and *Evening American*. Early in June the *Tribune*, owner of WGN, dropped its daily comment column written by Larry Wolters and retained Mr. Wolters as radio editor of a similar column in Sunday editions.

There has been no concerted action in Chicago by publishers' associations as characterized the recent deletion of radio columns in San Francisco and Los Angeles papers. It is understood publishers are considering the use of sponsors' names opposite program listings with the usual lineage or classified charge. The names of sponsors would be put in bold face and bracketed on the line with program titles.

Esso Reporters Feted

TWENTY-NINE "Esso News Reporters", representing all the stations carrying the programs, were guests in New York June 2 of Standard Oil of New Jersey, and the company's agency, Marschalk & Pratt. Stations represented were WBAL WRC WBT WCHV WWVA WBEN WGY WHAM WTAM WPTF WJZ KYW WBZ-WBZA WRVA KDKA.

Be Careful, Gentlemen,

IT'S A WOR RECORDING!

When you hear how it sounds, you will understand why it's a sound investment. It is a record ranked among the best and priced equal to the worst. It's all tone of the highest fidelity struck on a material that has an affinity for all tones. Here, for the first time, WOR engineers have developed a series of individual recording techniques that give the reproduction you want at the price you want it.

As a recording service we can save you money. As sound authorities we can save you mistakes. And what we haven't said may be seen in a folder entitled, "A Matter of Record." Ask for it.

WOR ELECTRICAL TRANSCRIPTION AND RECORDING SERVICE
1440 BROADWAY, IN NEW YORK

New Orleans Holds Musician Spotlight

Pre-convention Period Finds Parties Still in Discord

HOPES for an early settlement of the New Orleans impasse, which had risen with the resumption of negotiations between WSMB and the New Orleans local musicians union, fell again after a meeting between E. V. Richards, president of WSMB, and G. Pipitone, head of the union, failed to bring the parties any closer to an agreement.

Union had previously agreed to waive the closed shop clause which was one of the major points of dispute, but stood pat on its demand that the contract be retroactive to Jan. 17, date on which all contracts between local unions and network stations throughout were to go into effect according to the national agreement. Richards likewise refused to concede this point, maintaining that the contract must go into effect as of the date of signing and no earlier. Further negotiations have been postponed until after the conclusion of the annual convention of the American Federation of Musicians, which began June 13 in Tampa. Situation was to have been discussed by Pipitone with the AFM international executive board during the week, and as NBC is also urging the station to get the matter wound up, both sides may be in a more conciliatory frame of mind at their next meeting. Meanwhile an immediate crisis had been averted by the agreement of Vincent F. Callahan, manager of WWL, CBS outlet in New Orleans, to defer dismissal of his staff orchestra until the end of June, following the convention [BROADCASTING, June 1].

Disc Dilemma

Chief radio topics at the AFM sessions were to be the report of President Joseph N. Weber on the progress made in securing increased employment of AFM members in broadcasting and a discussion of the licenses to be issued to the manufacturers of transcriptions and phonograph records. While it was found advisable to complete negotiations with the broadcasting stations before coming to terms with the mechanical reproduction industry, this is nonetheless a most important consideration, as the basic reason for the musicians' demands on the broadcasters was their determination to regulate the use of the "canned music" which they feel is the chief cause of unemployment among musicians.

The convention also was to consider the next step toward reemployment of musicians in motion picture theatres. The movie producers have already agreed to stop dubbing musical passages from records or film onto new films. Six hundred accredited delegates and a like number of alternates and officials were to attend the convention, the largest in AFM history, according to Mr. Weber, who left New York June 7 to attend a five-day session of the executive board preceding the convention.

Progress between the AFM and the nonnetwork stations is also being made, with more than 100 independent broadcasters reporting their readiness to begin negotiations with their local unions.

A Few Words from Coolidge →

Calvin Coolidge, June 12, 1928—KGHL was 4 days old —Said "The worst enemy of the wage earner is extravagance in spending."

PAUL BLAKEMORE, PRESIDENT
R. H. CARY, VICE PRESIDENT
HENRY KROEGER, SECRETARY

COOLIDGE ADVERTISING COMPANY

DES MOINES

COMPLETE ADVERTISING AND MARKETING SERVICE
OFFICES 308-314
INSURANCE EXCHANGE BUILDING
FIFTH AND GRAND

May 31, 1938.

Mr. Ed Yocum
Radio Station KGHL
Billings
Montana

Dear Mr. Yocum:

During the greater part of May, I was absent from Des Moines on a trip south. On my return, I found that a check-up of results on the Jolly Time radio schedule during this past season had been completed.

Since you have expressed interest from time to time in knowing just where you stood on this schedule, I am reporting this significant fact taken from our tabulation:

In returns per dollar, Station KGHL stood third in the entire list of radio stations used on the Jolly Time account last year.

Since the Jolly Time list included more than fifty stations, carefully selected on the basis of their previously proved ability to produce results, you can see that Station KGHL did a real selling job for Jolly Time to land in third place nationally.

Gordon Gray of the Katz agency was in the office a day or so ago, and I reported this information to him. He may have already relayed it to you.

Speaking both for our organization and for our client, the American Pop Corn Company, we feel that Station KGHL has thoroughly proved its ability to do an outstanding selling job. Before long, we expect to send you an order for Jolly Time broadcasting scheduled for next season.

Sincerely yours,
COOLIDGE ADVERTISING COMPANY
Paul Blakemore
President.

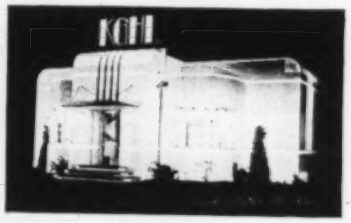
Paul Blakemore
NED

MEMBER AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

KGHL, Billings, Montana • Represented by The Katz Agency

KGHL—10 years old—paraphrases—"Excess wattage, duplication of coverage—low income audiences—these are advertising's worst extravagances today."

KGHL–Billings–Third in National RESULTS!



KGHL BILLINGS MONTANA

June 9, 1938

Mr. Paul Blakemore, President
The Coolidge Advertising Agency
Des Moines, Iowa

Dear Mr. Blakemore,

We take great pride ranking third in results for the American Pop Corn Company. The renewal promise is no new experience. Each local contract expiring the first five months this year was renewed. Thirty-seven per cent of our clients increased appropriations. It is no surprise to us that KGHL should attain such a ranking on a cold, calculating basis. Geography is our best friend, permits us to serve almost without competition more than 300,000 persons. Persons, of course, mean nothing. This is one of our contentions. We believe the payoff rests in the cash register where you found it.

Billings, of course, is a small city. Its per capita retail sales, typical of our territory, exceed $1,000...quite a few times the national average. Billings, itself, represents less than five per cent of the purchasing power we cover.

Territory entirely dependent on us for service spends $150,000,000 annually. The territory we serve spends a million dollars a day. The Federal Reserve Bank report shows retail sales exceed a year ago. Combined industry, agriculture...grain and stock...mining, tourists, contribute to an even flow of money.

We are proud on our tenth anniversary, using the most modern equipment money will buy, retaining management, engineering and program direction which has continued since 1928.

Give us good copy...such as you did...an alert advertiser, and you have a right to expect results high above the national average. Montanans are still pioneering, progressing, willing to spend money. Keeping ahead of the industry technically and in experienced personnel, we deliver results such as you received. Combined Red and Blue affiliation with NBC builds our audience. Active representation by The Katz Agency is breaking the provincial view in which the western states are often held.

Cordially yours,
RADIO STATION KGHL
Ed Tocum
Ed Tocum, Commercial Manager
EMT:vo

OWNED AND OPERATED BY THE NORTHWESTERN AUTO SUPPLY COMPANY, NBC AFFILIATE

KGHL, Billings, Montana • Represented by The Katz Agency

Pacific Advertisers Plan Los Angeles Convention

APPROXIMATELY 1,000 radio and advertising representatives from 11 western states and many from eastern cities, will attend the 35th annual convention of the Pacific Coast Advertising Clubs Association in the Ambassador Hotel, Los Angeles, June 26-30.

Radio problems will be discussed on June 28 when Don E. Gilman, NBC western division vice-president, Hollywood, presides at the radio departmental session. There will be open forum and general discussion on various phases of the industry. Dr. George Burton Hotchkiss, professor of marketing, New York U., is to be the principal radio departmental speaker. His subject will be "radio and Its Effects On Personal Economics" of the United States. Dr. Frank L. Stanton, CBS director of market reasearch, New York, is to talk on "Broadcasting and Marketing". Irene Rich, actress, will have as her subject "An Artists Looks at Commercial Radio". The KOMO-KHJ sound motion picture, "The Pacific Northwest", will be shown.

P & G Pacific Discs

PROCTER & GAMBLE Co., Cincinnati, has placed transcribed versions of five of its daytime network serial programs on a six-station network of the California Broadcasting System, with the possibility more will be added. Sponsor is using *Road of Life* for Dash, *Ma Perkins* for Oxydol, *Mary Marlin* and *The O'Neills* for Ivory, and *Vic and Sade* for Crisco. Each program is 15 minutes; all are broadcast five times weekly. Agencies are: Pedlar & Ryan, New York, for Dash; Blackett-Sample-Hummert, Chicago, for Oxydol, and Compton Adv. Inc., New York, for Ivory and Crisco. Recordings for *Road of Life*, *Ma Perkins* and *Vic and Sade* are shipped from the east; *Mary Marlin* and *The O'Neills* are recorded by NBC Transcription Service in San Francisco.

Use of the California network is in line with P & G policy of broadcasting the same programs in the same city at different times on two or more stations, difference in time making it impracticable to extend the morning programs in the east to the Coast.

P & G's 27 in Canada

PROCTER & GAMBLE Co. of Canada Ltd., Toronto, on July 4 starts a one-hour afternoon program over 27 stations of the Canadian network, to advertise P & G products made in Canada by Canadian labor. The program will come from New York NBC studios. The afternoon live talent show replaces transcriptions now running in Canada, and brings P & G to 15 privately-owned Canadian broadcasters for the first time. The program will run in Quebec province only over CBM Montreal, and because of NBC arrangements in Detroit and Seattle will not be carried over CKLW, Windsor, or CBR, Vancouver. The account is being placed by P & G agencies in U. S.

NBC-Blue network on July 2 will begin a summer festival of popular music, nine weekly programs presenting leading dance bands and vocalists from all parts of the world.

El Paso Regrant; New Kansas Outlet

ITS ORIGINAL decision having been remanded to the FCC by the Court of Appeals of the District of Columbia on appeal of KTSM, El Paso, the FCC on June 2 announced a regranting of the application of Dorrance D. Roderick, publisher of the *El Paso Times*, for a new 100-watt station on 1500 kc. in that community. Construction permit for the station, to be known as KROD, was originally granted Jan. 12, 1937, Commissioner Stewart dissenting on grounds of newspaper ownership. Although the decision was reversed by the court and remanded to the Commission for reconsideration, the FCC announced the regrant "in the light of the record and the evidence before us." It is expected further steps to prevent the grant will be taken on behalf of KTSM.

A new 100-watt daytime station in Atchison, Kan., to operate on 1420 kc., was also granted June 2. The licensee will be Carl Latenser, proprietor of music and home appliance stores in Atchison, Leavenworth and Fall City, Neb.

The Commission denied the applications of the Louisville Times Co., seeking a new station in that city to operate full time with 100 watts on 1210 kc., and denied a similar application by S. O. and P. C. Ward, asking for the same frequency with 250 watts daytime. Also denied was the application of Clark Standiford, owner of KGFW, Kearney, Neb., L. S. Coburn, his sister-in-law, and A. C. Snider, attorney, who as partners sought a new 100 watter on 1370 kc. in Fremont, Neb.

KWTN Fights Deletion; WMBQ Stops Operating

KWTN, Watertown, S. D., ordered deleted by the FCC in a decision announced May 27 [BROADCASTING, June 1] for alleged violation of technical rules and for other causes, on June 3 was given a 30-day extension of the effective date of the order refusing a license renewal. Effective date was first fixed as June 4, and the station thus has until July 4 to remain on the air. Its counsel, meanwhile, have asked the FCC for a rehearing and are preparing for court appeal if the petition is denied.

On the same day the FCC denied an extension of the June 4 effective date of the deletion of WMBQ, Brooklyn, which also was denied a license renewal and ordered off the air June 4. It ceased operating on that date, its share of the time of 1500 kc. being turned over to WWRL, New York. No request for stay of the June 4 deletion order affecting KGDY, Huron, S. D., was entered and that station is no longer on the license rolls. It has not been operating for about a year.

Good Humor Test

GOOD HUMOR ICE CREAM Co., Hollywood (packaged ice cream), new to radio and placing direct, is using thrice-weekly spot announcements on KHJ, Los Angeles and KFXM, San Bernardino, in a ten-week test campaign which started June 6.

For Congress Again

JAMES PEARSON, radio pastor of KFNF, Shenandoah, Ia., was high man for the Republican nomination for Congress from that district in Iowa's recent primaries, but failed to poll the requisite 35% of the vote and the nomination is now thrown into convention. He ran in 1932 also for the Democratic Congressional nomination and at one time was Populist Party lieutenant-governor of Nebraska. His varying political affiliations in the past make his nomination by the Republicans this year uncertain, according to reports.

Wearin Out of Congress

WITH THE defeat June 6 in the Democratic primary of Rep. Otha D. Wearin, of Iowa, who sought the senatorial nomination, one of the leading protagonists of legislation to divorce newspapers from radio station ownership, was retired from public life. Mr. Wearin two years ago introduced a bill in the House providing for complete separation of newspapers from station ownership and vice versa. The bill was referred to the House Interstate Commerce Committee but was never given a hearing. Despite talk about legislation on newspaper ownership the Wearin Bill was the only measure actually introduced.

FOREGOING the usual stump speeches and campaigning for Congress entirely via radio, Foster May, news editor of WOW, Omaha, has announced his candidacy for the Democratic nomination. He will make no stump speeches or personal appearances, he announces, but will wage his battle for the political post from the front porch of his home, microphone in hand. Beginning July 9, a direct line will be run from his home to WAAW, Omaha, for daily except Sunday broadcasts from 7 to 7:30 p. m. and a Sunday program from 2 to 2:30 p. m.

FCC Studies Station Lease Question; Schedules NBC-Westinghouse Hearing

THE WHOLE question of station leases, involving the proper licensee in case of operation by other than the actual franchise holder, as well as station management contracts, is being studied by the FCC and a hearing already has been scheduled in connection with operation of four Westinghouse stations under contract with NBC.

For the last several months, it was learned, the law department upon instruction from the FCC has considered the matter of station leases under the Communications Act's provisions relating to licensee of stations. On June 1 the Commission ordered a hearing on the Westinghouse contracts, which have not been interpreted as leases but under which NBC directs program and commercial operations of the stations while Westinghouse itself actually maintains technical operations and also keeps a program supervisor on duty at each of the stations.

The hearing date has not yet been set but the inquiry will be conducted by the special committee of the FCC designated to inquire into chain broadcasting and alleged monopoly, possibly this fall.

The Westinghouse stations under contract with NBC are KYW, Philadelphia; KDKA, Pittsburgh; WBZ, Boston, and WBZA, Springfield. Ten-year contracts with NBC were entered into Nov. 21, 1932.

The question involved is whether these contracts actually delegate to NBC responsibility for programs broadcast and for management of each station which in effect would mean that the station's facilities have been leased. Westinghouse holds the actual licenses for the stations.

There are at least a dozen other lease situations covered in the FCC study. Among such leases are those involving WEEI, Boston, operated by CBS; WMAL, Washington, operated by NBC but leased from the *Evening Star* under a recent transaction; pending proposal to lease KSFO, San Francisco, by CBS; lease of WESG, Elmira, by the Gannett Newspapers from Cornell University; operation of KEX, Portland, KJR, Seattle, and KGA, Spokane, for NBC by other station owners in those cities; NBC operation or association with General Electric Co. in connection with the management of KOA, Denver, KGO, Oakland, and possibly WGY, Schenectady. Possibly falling within the purview of the study also would be the status of such stations as WAPI, Birmingham, owned by three universities but not operated directly by them, and WGST, Atlanta, owned by the Georgia Institute of Technology, but operated under a lease arrangement.

Directly involved is Section 310(B) of the Communications Act which specifies that station license and frequencies authorized to be used by the licensee "shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of or directly by transfer or any corporation holding such license to any person," unless the Commission shall, after securing full information, decide that the transfer is in the public interest.

Sponsored Net Programs Show Popularity Jumps In New Ratings by CAB

COMMERCIAL network programs this spring jumped in average popularity with rural and urban listeners, according to Cooperative Analysis of Broadcasting, conducted under ANA auspices.

The second CAB survey, based on 21,154 interviews with set-owners, about half-and-half farmers and small-towners, shows that of the 10 programs favored by rural set-owners, seven are favored by urban listeners. The 10 leading shows in rural areas are *Chase & Sanborn, Jack Benny, Major Bowes, Lowell Thomas, National Barn Dance, Burns & Allen, Town Hall, Lux Radio Theatre, One Man's Family*, and *Phil Baker*. Of five leading daytime shows in rural communities, only two are among the five city leaders, and vice versa. The five most popular daytime programs in rural areas are *Guy Lombardo, Dick Tracy, The Woman in White, Gospel Singer* and *David Harum*.

National Barn Dance, Believe It or Not, Lowell Thomas, Dick Tracy, The Gospel Singer, and *Hilltop House* seem to appeal to rural set-owners much more than to urban listeners. it was shown. Average daytime listening is higher in the country than in the city until early evening; after 8 p. m. urban listening is greater for the balance of the evening, reaching a peak at 9:30, while rural listening reaches ots peak between 7 and 7:30.

KFAM, St. Cloud, Minn., Takes Air on 1420 kc.

KFAM, St. Cloud, Minn., owned and operated by Fred J. Schilpin, president of Times Publishing Co. and a gubernatorial candidate, took the air June 14 on a 14-hour daily schedule on 1420 kc. with 100-250 watts. George Bairey, former manager of KOVC, Valley City, N. D., is manager and chief engineer. LaVell Waltman, formerly of WSAU, KBIX and KGFF, is program director, assisted by Wilhelmine Schindler, formerly radio director of H. S. Chamberlin Adv. Agency, St. Paul.

Kenneth C. Titus, recently of WCCO, Minneapolis, is general sales manager, assisted by Edgar Parsons. Jerry Harrington, formerly of WCCO, will handle sports and other announcing. Byron Holtz is musical director. On the technical staff are Robert B. Witschen and Ernest Pappenfus. KFAM is RCA-equipped throughout. Transmitter building outside the city adjoins a 178-foot Truscon antenna. Standard Library is used.

Halifax Party

THE International Radio Club will hold its ninth annual International Radio Party July 6-8 at the Lord Nelson Hotel, Halifax, N. S. Guests will assemble at the Hotel Statler, Boston, for a "Pre-Convention" party July 3 and sail for Nova Scotia July 4, returning to Boston July 11, according to Jack Rice, president of the club.

DR. JOHN R. BRINKLEY, former Kansas broadcaster now operating from Del Rio, Tex., was disclosed as donor of $500 to the Democratic National Committee in the committee's financial report submitted to Congress June 11.

PAUL H. RAYMER COMPANY, *National Representative*

NEW YORK CHICAGO DETROIT SAN FRANCISCO

Rural Listeners Depend on Clears, FCC Study Shows

Mail Study Reveals Habits of Listeners in Farm Areas

THAT THE rural listener is mainly dependent upon clear channel station service, particularly at night, was forcibly demonstrated by the post card questionnaire conducted by the FCC in April 1937, according to an analysis of the returns made public June 6 by the Commission as part of its testimony in the hearings on proposed new rules and regulations.

On the basis of 30,000 post card questionnaires sent to all fourth class postmasters, of which some 15,600 were usable, the FCC concluded that 59.1% of the rural population prefers dominant clear channel service during the daytime while 81.4% rates it first choice at night. The percentages showed that substantially half of the rural listeners depend upon dominant clear channel service as first, second, third and fourth choice during daytime as against regional, local and daytime station service, while at night the percentage ranged from 81.4% as first choice to 76.0% as fourth choice.

Purely Rural

Conducted under the supervision of Andrew D. Ring, assistant chief engineer in charge of broadcasting, the FCC survey was made to gain an opinion from postmasters as to reception in their communities. Fourth class postmasters serve communities having a population generally not over 1,000, with gross annual receipts not in excess of $1,500.

This class of postmaster was selected as the best means of obtaining a cross-section of rural reception, it was explained. The survey was confined purely to rural areas and was in no way designed to indicate reception conditions in urban and metropolitan areas.

"Conditions in such areas unquestionably are materially different from that disclosed by this survey," the Commission announced. "In view of this situation the Commission hopes that no commercial use will be made of the results of this survey since it is only making the data available to interested parties so that they may comment thereon and give the Commission any additional information considered appropriate with respect to the Commission's use of the results of the survey in the allocation matters."

The survey was the second undertaken by the FCC, the previous one having been made in February, 1935. Results of the new survey coincided generally with the earlier one, although the FCC did not make available the same sort of breakdown because of criticism leveled against the initial study. In that study, WLW was shown to be the first choice of rural listeners in 13 states.

In addition to the inquiry asking postmasters to give their own observations on reception, the FCC questionnaire asked postmasters not having radio sets to give the opinions of others. The two breakdowns coincided generally, it was shown. Another question related to conditions of reception along with radio receiver data, also broken down into "own observations" and "opinions of others" categories.

In the station choice breakdown during daytime, 7,679 returns, or 59.1%, named dominant clear channel stations as their first choice; 6,096, or 51.2%, named them as second choice; 5,397, or 52.4%, as third choice, and 4,318, or 52.2% as fourth choice. Conversely, 5,318, or 40.9% selected the rural, local or daytime stations as first choice during the day; 5,819, or 48.8%, second choice; 4,912, or 47.6%, as third choice, and 3,959, or 47.8% as fourth choice.

At night, dominant clear channel stations were named first choice by 9,958, or 81.4%; second choice by 8,817, or 78%; third choice, by 7,779, or 78.3%, and fourth choice by 6,313, or 76%.

Regional, local and daytime stations were selected as first choice at night by 2,273, or 18.6%, second choice by 2,482, or 22%; third choice by 2,155, or 21.7%, and fourth choice by 1,992, or 24%.

Daytime Preferences

Based on the opinions of others, dominant clear channel stations were selected as first choice during the day by 1,230, or 59.2%; second choice by 972, or 51%; third by 895, or 53.9%, and fourth choice by 693, or 50.1%. Regional, local and daytime stations were selected as first choice during the day by 849, or 40.8%; second choice by 935, or 49%; third choice by 766, or 46.1%, and fourth choice by 690, or 49.9%.

In the same category at night, dominant clear stations were named first choice by 1,606, or 81.5%; second choice by 1,400, or 77.3%; third choice by 1,232, or 76.2%, and fourth choice by 982, or 73.3%.

Regional, local and daytime stations were selected on the basis of opinions of others as first choice by 365, or 18.5%; second choice by 411 or 22.7%; third choice by 384, or 23.8%, and fourth choice by 358, or 26.7%.

In the breakdown on conditions of reception and radio receiving set data, postmasters reported from their own observations that during the daytime 7,104 received clear reception while 5,555 reported unsatisfactory reception. At night, 6,334 reported clear reception as against unsatisfactory reception reported by 6,215. In the daytime category, of those reporting unsatisfactory reception, 1,549 named local interference as the reason; 615 named station interference; 2,193 weather; 211, weak signals, and 179, miscellaneous. At night, of the 6,215 reporting unsatisfactory reception, 1,057 named local interference, 2,582, station interference; 1,861, weather; 56, weak signals, and 164, miscellaneous.

Postmasters reported they owned 12,204 radios, of which 4,108 were one year old; 2,241, two years old; 1,459, three years old; 1,052, four years old, and 3,344, five years or over.

RELYING ON RADIO FOR NEWS

Iowa Rural Survey Shows Listeners Get Most Of National Items From Broadcasts

IOWA rural residents depend far more upon radio than printed media for their news of "national important happenings", according to "Iowa Rural Radio Listener Survey, 1938", just completed by H. B. Summers, of Kansas State College, for WHO, Des Moines.

In a statewide study of small-town and farm listeners, it was shown that 71.4% of men on farms, 74.5% of women on farms, 58.9% of men in small towns and 67.6% of women in towns depend most upon broadcasts for national news.

The same groups depend on city daily newspapers most for their national news in this order: 20.7%, 39%, 19.5%, 23.3%. They depend on local daily newspapers in this ratio: 7.8%, 10.1%, 6% 8.8%. Just .1% of men on farms depend on weekly newspapers, and .3% of women in towns depend on the weeklies.

A staff of 42 field workers from Iowa State College and the University of Iowa conducted the survey, aided by faculty members of the two institutions. The workers used the personal interview technique and were equipped with printed questionnaires. They were informed that the study was being made in the interests of educational research and none knew that a radio station was in any way interested. Questioners rotated the order in which they presented queries. In all some 5,000 homes were visited, with each interviewer getting 35% of his interviews in small towns and 65% from farm families.

The tabulation reveals elaborate data on station and program preferences among Iowa rural listeners. Numerous suggestions were made for program improvement. Objections were made in some cases to the amount of advertising; to the use of any advertising whatever in a few cases; to the length of advertising credits, particularly daytime serials. No evidence appeared of opposition to the use of commercials in the middle of evening half-hour or hour shows. Some were opposed to Sunday advertising. Too many programs come at the same time, many indicated, and lack of variety is noted on Sunday afternoons and during the daytime from Monday through Friday. More music and more high-quality programs in daytime were favored.

25 Orchestras

"CARNIVAL of Swing" put on by WNEW, New York, on May 29 for the benefit of the hospital fund of Local 802, AFM, brought out more than 23,000 swing fans to Randall's Island Stadium for the Sunday concert, which lasted nearly six hours and included 25 orchestras. Affair was directed by Martin Block, who handles the regular WNEW *Sunday Morning Swing Show* from which the carnival developed.

THE WINNER, Joe Walters (center) of KSFO, was awarded a trophy June 2 for winning the San Francisco announcing contest sponsored by Sidney Garfinkel (left), head of the agency bearing his name. At right is Phil Lasky, KSFO manager.

Trophy in San Francisco Is Won by Joe Walters

IN THE presence of San Francisco radio executives, advertising agency directors and others, Joe Walters, staff announcer at KSFO, was presented with a three-foot bronze trophy June 2 as winner of the annual San Francisco radio announcer's contest. To the station went a trophy, to be held until another announcer from another station is acclaimed the best commercial announcer.

Last year Abbott Tessman, NBC, won the announcer's trophy and NBC got the perpetual trophy. During the presentation ceremony Lloyd E. Yoder, NBC San Francisco manager turned over the station trophy to Philip Lasky, manager of KSFO. Sidney Garfinkel, head of Sidney Garfinkel Adv. Agency, sponsoring the annual contest, made the presentation to Walters. Others who appeared included Art Linkletter, radio director of the 1939 Golden Gate International Exposition; Walter Guild, master of ceremonies, and Walters' bride of three weeks — the former Mary Ellen Herrick, radio actress.

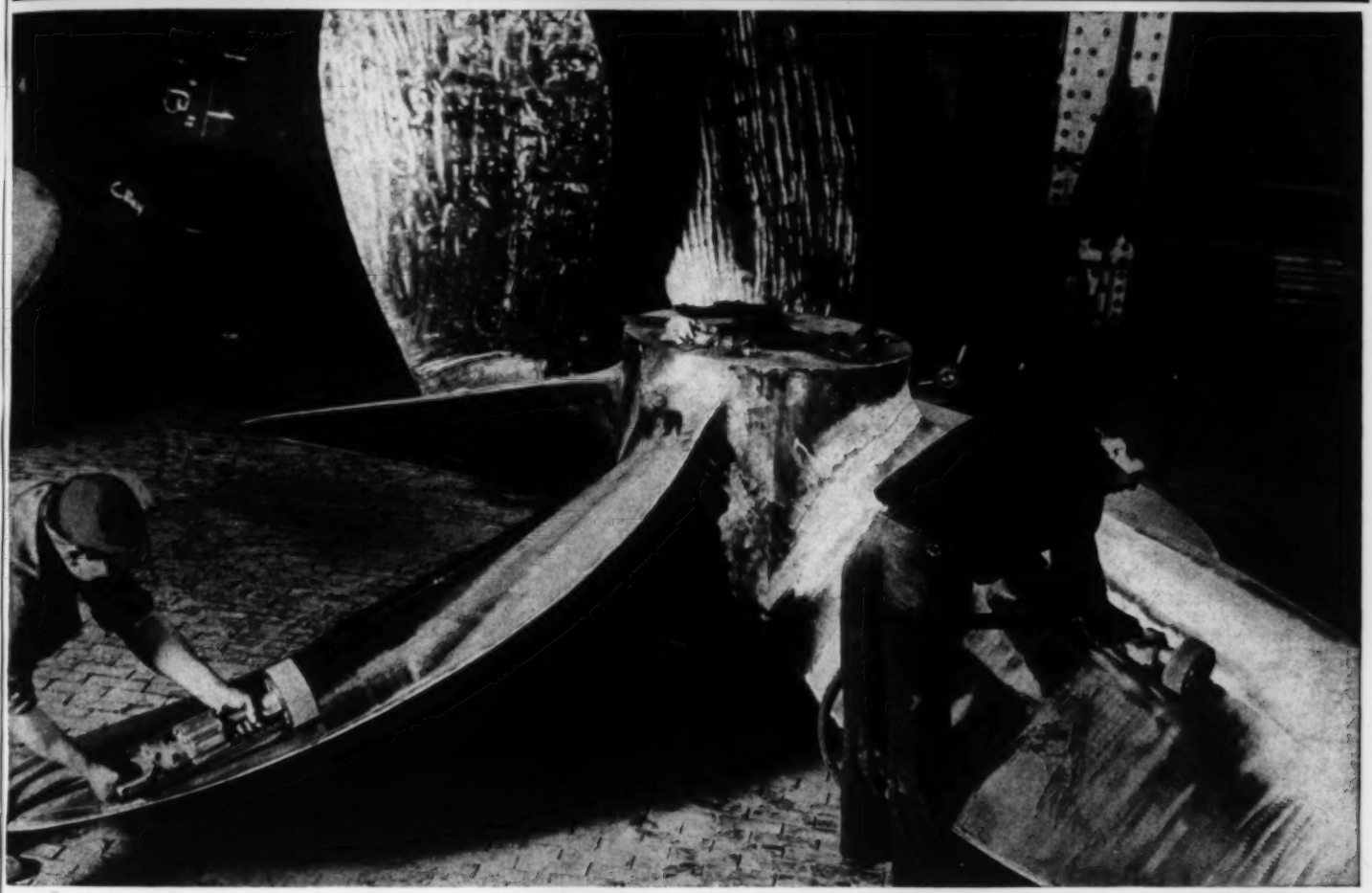
WGIL, IN ILLINOIS, MAKES JUNE DEBUT

THE NEW WGIL, Galesburg, Ill., made its air debut June 12 with a dedicatory program featuring prominent state, county and local officials. Howard A. Miller, president and general manager, introduced the speakers as the new 250-watt station on 1,500 kc. went on the air. Pierre Andre, announcer of NBC and WGN, Chicago, was master of ceremonies.

RCA equipment is used throughout, with studios in the Hill Arcade Bldg. The personnel of WGIL includes Glenn Callison, formerly of WHIP, Hammond, Ind., as chief engineer; Fred Ratliffe, formerly of WCAZ, Carthage, Ill., as chief announcer; Virgil Schmidt and William Traylor, sales; Paul Kalbfleisch, engineer; Virginia Miller, program director; Verna Mae Larson, music staff.

Mr. Miller was graduated from Knox College, Galesburg, in 1934, and later worked in the script department of WGN, Chicago, before joining Louis G. Cowan Co., Chicago radio advertising and publicity firm which will handle WGIL advertising. The three studios and the transmitter were installed at a cost of $14,000.

DO A FINISHED JOB . .



. . in this Billion Dollar Market

The rich Southern New England market covered by WTIC rates a thorough-going, *finished* sales and advertising job from any advertiser who wants to make the most of its consistent billion dollar spendable income.

Manufacturers have found that it pays handsomely to round out and polish up their sales and advertising programs with the help of Southern New England's most popular station.

WTIC

Just look at the record for WTIC in this important area.

FIRST In Listener Popularity by more than 2 to 1
In Number of Network Advertisers
In Number of National Spot Advertisers

As you might expect from this impressive showing, WTIC ranks first in popularity with listeners in the Hartford area—in fact WTIC outranks the next most popular station by better than two to one!

Write today for our interesting 32-page brochure giving full details on the Ross Federal Survey of WTIC's popularity and facts about the WTIC billion dollar market.

50,000 WATTS
HARTFORD, CONN.

The Travelers Broadcasting Service Corporation • Member NBC Red Network and Yankee Network
Paul W. Morency, General Manager • James F. Clancy, Business Manager
Representatives: Weed & Company • New York Detroit Chicago San Francisco

XUM

ORSON WELLES and Mercury Theatre have been engaged by CBS for nine one-hour weekly broadcasts titled *First Person Singular*, starting July 11 on CBS Mondays, 9-10 p. m. Mr. Welles, 23-year-old actor-director, has carte blanche to choose medium and subjects and will star in, write, cast, direct and produce the series, with entire Mercury Theatre company at his disposal.

CBS has assigned no director, but Davidson Taylor, of the program department, will be general supervisor. Mr. Welles, reported to have rejected a Hollywood offer to do the radio series, said he plans "to bring to radio the experimental techniques which have proved so successful in another medium (Mercury Theatre stage) and to treat radio itself with the intelligence and respect such a beautiful and powerful medium deserves."

* * *

Radio Previews

ADAPTING movie preview technique to radio, WLW, Cincinnati, went after advance audience reaction to a new show *Twentieth Century Fight*, premiered over WLW June 13. Two weeks before premiere, the show, a new angle on quiz and answer game involving three "fight" rings and three contesting couples, was presented to preview audience of 300 people, and their suggestions and reactions asked. Eldon A. Park, assistant program director, indicated the radio preview will become a regular WLW procedure.

* * *

Trail's End

WHEN WWVA's *Night Owl* goes out interviewing Wheeling people at parties and on the streets the hour before midnight Thursdays, a string of radio-equipped automobiles several blocks long trails WWVA's mobile unit around the city, the Wheeling station reports. *Night Owl* Dutch Haid, WWVA staff announcer, rambles over different sections of the city Thursday nights from 11 to 12, fraternizing at social events and on street-corners, broadcasting from the mobile unit the entire hour.

* * *

Prosit!

FOR RADIO dancers WCKY, Cincinnati, has inaugurated *Vienna Night Club*, dance transcriptions Saturdays from 10:30 p. m. to midnight, for Vienna Brewing Co. Reported as longest program of kind in Cincinnati, *Vienna Night Club* features name-band recordings, with m. e. and *Big Dutch & Little Dutch*, comedians named for a new beer being introduced by sponsor.

* * *

Blue and Gray

LOCATING a Union and a Confederate veteran in the city, KBST, Big Spring, Tex., featured its Memorial Day hour, *Reunion of the Blue and the Grey*, by interviewing 91-year-old Cann Powell and 89-year-old W. C. Brooks by remote control in their homes. Both received gifts from KBST after the interviews. Studio talent filled out program between interviews.

* * *

Parlez-Vous Esperanto!

ESPERANTO, international language, is being taught on a new educational program recently started on WHK-WCLE, Cleveland, by Frank Tomich, head of modern language department of Fenn College.

Purely PROGRAMS

Negro Amateur Program

NEGRO amateurs troupe through every minute of *Fabons Street Follies*, all-colored amateur show of KTAT, Fort Worth, produced by Grover A. Godfrey Jr., originator of *Amateur Night on Beale Street* for WMPS, Memphis. Negro m. c.'s, song-writers and talent-pluggers feature the 30-minute Wednesday broadcasts from the stage of the Fort Worth's New Grand Theatre, billed as Texas' finest all-negro showhouse. During first programs local songwriters contested in composing a *Fabons Street Blues* to be used as program's theme song. Everybody's Department Store, Fort Worth, sponsors the shows.

* * *

Pump Organ and Songs

DUSTING OFF an old pump organ and creating a home-spun character to lead the singing, WIS, Columbia, S. C., has filled the demand for a week-day religious feature with its *Mid-Week Community Hymn Sing*. Two spot announcements the day of the first sing inviting listeners to the studios to take part drew more than 100 participants, WIS reported, and with crowds grown to around 500, the feature now operates from a large auditorium. With an *Uncle Silas Snell* as conductor, the program is informal but draws heavy mail response from listeners, particularly old folks and shut-ins.

* * *

A Chef on Cooking

TAKING microphones into the establishment to pick up descriptions and interviews of patrons, waiters, waitresses, chefs, and management, KDYL, Salt Lake City, successfully exploited the opening of a new cafe with thrice-daily broadcasts over a four-day stretch. A kitchen interview with the chef, carrying recipes, drew such response from woman listeners that copies of the interview were mimeographed and distributed by mail.

* * *

Parade of the Pooch

DOG LOVERS lend their ears to the daily five-minute *Lost & Found Dog Column* of WSYR, Syracuse, with commentator Leslie Marcus giving hints on care of dogs, describing dogs lost and found in Syracuse area, and plugging sponsor's product—dog food.

Radio Heroine

CLOVER KERR, Hollywood writer-commentator, who lost both legs and her right arm in an auto-train crash 16 months ago, is now able to walk with aid of artificial limbs. Miss Kerr, for the past year, has been writing and broadcasting inspirational talks on KFWB, Hollywood. She types her own continuity, using her left hand. Her book, *Banners of Courage*, now in the hands of publishers, is to be released on July 1.

Brain Teasers

AN INVITED audience supplies ad lib talent for the *Words From Ideas and Ideas From Words* sustaining feature of CKAC, Montreal. Several competitors selected from the audience are asked to pass from any idea associated with a suggested word to any idea suggested by a second one, i.e., to pass from *statute to slavery*, the contestant might answer: *statue-marble-Italy-Ethiopia-slavery* — with answers ranging from five to ten words. Varying this idea, contestants are asked to give in 30 seconds a number of words beginning with a letter of the alphabet.

* * *

The Want-Ads of WIS

TWENTY-FIVE word want-ads, run in blocks of 40 in 15-minute periods, are broadcast daily in a *Quick Ad Service* by WIS, Columbia, S. C. Bennett Adv. Agency handles all the soliciting, writing and collecting; one voice reads the ads with a tone signal punctuating the "quickies". Each *Quick Ad* is brand new, with no standing or institutional copy.

* * *

Sentences from Words

ALL MEMBERS of the studio audience get a turn before the mike in *Give Me a Sentence*, new program of WHN, New York. The weekly half-hour show is based on a contest in which participants compose complete sentences of words suggested by the audience.

* * *

Take Your Pick

WMCA, New York, has started a daily half-hour program, *Battle of Bands*, in which listeners choose between sweet and swing. To date, the surveys indicate a slight lead for swing, and Benny Goodman's orchestra is far in advance of the 30 other bands mentioned.

* * *

Ask Another

SCHOOL KIDS work noisily at problem-solving games on the new *Let's Get Together* broadcast of WMCA, New York. Directed by Lewis Wolfe, who also writes and narrates the program, it bears the endorsement of many organized child groups in the city.

* * *

Swapping Service

A TRADING POST for pets is provided in the *Pet Corner*, daily feature of WSIX, Nashville. Offering its services free to pet-exchangers, the *Corner* also enlists listeners in hunting strayed and stolen pets.

* * *

Memories From Songs

LISTENERS are asked in submitting requests to WINS's new program, *Your Old Songs*, to tell what memories are connected with each tune, and the numbers with the most interesting associations are chosen.

* * *

Recollections of the Famous

CHILDHOOD memories of famous people are revealed on *Junior News Reel*, conducted by "Jolly Bill" Steinke, which started on NBC-Red network June 4.

Roving Nighthawk

POPPING IN on parties, porch-sitters, and pedestrians, *The Nighthawk* of WSPD, Toledo, roams the residential neighborhoods from 11:30 to midnight Saturdays interviewing "stay-up-lates" right in listeners' homes. Clad entirely in white, *The Nighthawk* uses WSPD'S new mobile unit to broadcast everything from opinions on the weather to songs by musically talented party-goers.

* * *

The Labor Problem

RADIO came to the fore prominently when San Francisco's critical employer-employe relations problem was debated at a meeting in the civic auditorium on the evening of June 3. Business leaders of the city and CIO union heads participated equally in the open discussion of local labor difficulties, with several thousand citizens present. Three San Francisco stations — KYA, KPO and KFRC — broadcast portions of the meeting.

* * *

Tips to Builders

REMINDING listeners of the advantages of homes built by a contractor-sponsor, the Roving Reporter of KWTO-KGBX, Springfield, Mo., on Sunday afternoons inspects the new residences, accompanied by the owner and contractor, broadcasting comments on building features. The program, *Custom-Built Interviews*, reflects the contractor's slogan, "Custom-Built Homes".

BEE IN LANSING
All Grade Pupils Required To Participate

LANSING's 1,200 grade school pupils last January began spelling each other down in WJIM's second annual *Spelling Bee of the Air* sponsored again by the Board of Water & Light Commissioners, municipally-owned utility. With participation obligatory for all grade-school students, groups of 20 sixth-to-eighth graders competed three times a week for the semi-final contests, held Friday evenings; finalists, 72 pupils from 26 different schools, met June 6 and spelled before 1,500 citizens in Eastern Auditorium, Lansing.

Eleven-year-old Thelma Cleeves (right) correctly spelled "poltice", nosed out young Bob Smith, and won the 1938 championship with its reward a thousand-mile all-expense trip up the St. Lawrence to Quebec, while Bobbie won a Leica camera as runner-up. WJIM's 1937 and 1938 *Spelling Bee of the Air* are reported to have doubled spelling interest of Lansing pupils and have drawn much comment in Michigan education circles. Plan is to take the contest into senior high schools next year. In center is Howard Finch, WJIM program director.

$TART ALE $OARING

ALL ABOARD . . . and that's just what Progressive Advertisers are doing to reach our "Friendly Family" of 2,500,000 Italo-Americans! They know that June and July are the months to Start Sales Soaring. Advertising *The Italian Way*, it's, therefore, no surprise to them when succeeding Fall and Winter broadcasts enjoy *double sales effectiveness*. All Aboard . . Time is Flying so get your reservations in NOW!

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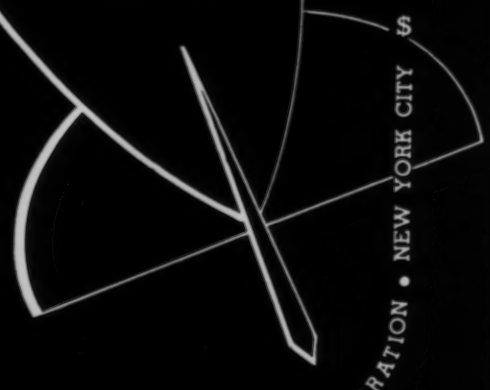


WOV
NEW YORK • 1000 WATTS

WPEN
PHILADELPHIA • 1000 WATTS

WBIL
NEW YORK • 5000 WATTS

THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

ORSON WELLES and Mercury Theatre have been engaged by CBS for nine one-hour weekly broadcasts titled *First Person Singular*, starting July 11 on CBS Mondays, 9-10 p. m. Mr. Welles, 23-year-old actor-director, has carte blanche to choose medium and subjects and will star in, write, cast, direct and produce the series, with entire Mercury Theatre company at his disposal.

CBS has assigned no director, but Davidson Taylor, of the program department, will be general supervisor. Mr. Welles, reported to have rejected a Hollywood offer to do the radio series, said he plans "to bring to radio the experimental techniques which have proved so successful in another medium (Mercury Theatre stage) and to treat radio itself with the intelligence and respect such a beautiful and powerful medium deserves."

* * *

Radio Previews

ADAPTING movie preview technique to radio, WLW, Cincinnati, went after advance audience reaction to a new show *Twentieth Century Fight*, premiered over WLW June 13. Two weeks before premiere, the show, a new angle on quiz and answer game involving three "fight" rings and three contesting couples, was presented to preview audience of 300 people, and their suggestions and reactions asked. Eldon A. Park, assistant program director, indicated the radio preview will become a regular WLW procedure.

* * *

Trail's End

WHEN WWVA's *Night Owl* goes out interviewing Wheeling people at parties and on the streets the hour before midnight Thursdays, a string of radio-equipped automobiles several blocks long trails WWVA's mobile unit around the city, the Wheeling station reports. *Night Owl* Dutch Haid, WWVA staff announcer, rambles over different sections of the city Thursday nights from 11 to 12, fraternizing at social events and on street-corners, broadcasting from the mobile unit the entire hour.

* * *

Prosit!

FOR RADIO dancers WCKY, Cincinnati, has inaugurated *Vienna Night Club*, dance transcriptions Saturdays from 10:30 p. m. to midnight, for Vienna Brewing Co. Reported as longest program of kind in Cincinnati, *Vienna Night Club* features name-band recordings, with m. e. and *Big Dutch & Little Dutch*, comedians named for a new beer being introduced by sponsor.

* * *

Blue and Gray

LOCATING a Union and a Confederate veteran in the city, KBST, Big Spring, Tex., featured its Memorial Day hour, *Reunion of the Blue and the Grey*, by interviewing 91-year-old Cann Powell and 89-year-old W. C. Brooks by remote control in their homes. Both received gifts from KBST after the interviews. Studio talent filled out program between interviews.

* * *

Parlez-Vous Esperanto!

ESPERANTO, international language, is being taught on a new educational program recently started on WHK-WCLE, Cleveland, by Frank Tomich, head of modern language department of Fenn College.

Purely PROGRAMS

Negro Amateur Program

NEGRO amateurs troupe through every minute of *Fabons Street Follies*, all-colored amateur show of KTAT, Fort Worth, produced by Grover A. Godfrey Jr., originator of *Amateur Night on Beale Street* for WMPS, Memphis. Negro m. c.'s, song-writers and talent-pluggers feature the 30-minute Wednesday broadcasts from the stage of the Fort Worth's New Grand Theatre, billed as Texas' finest all-negro showhouse. During first programs local songwriters contested in composing a *Fabons Street Blues* to be used as program's theme song. Everybody's Department Store, Fort Worth, sponsors the shows.

* * *

Pump Organ and Songs

DUSTING OFF an old pump organ and creating a home-spun character to lead the singing, WIS, Columbia, S. C., has filled the demand for a week-day religious feature with its *Mid-Week Community Hymn Sing*. Two spot announcements the day of the first sing inviting listeners to the studios to take part drew more than 100 participants, WIS reported, and with crowds grown to around 500, the feature now operates from a large auditorium. With an *Uncle Silas Snell* as conductor, the program is informal but draws heavy mail response from listeners, particularly old folks and shut-ins.

* * *

A Chef on Cooking

TAKING microphones into the establishment to pick up descriptions and interviews of patrons, waiters, waitresses, chefs, and management, KDYL, Salt Lake City, successfully exploited the opening of a new cafe with thrice-daily broadcasts over a four-day stretch. A kitchen interview with the chef, carrying recipes, drew such response from woman listeners that copies of the interview were mimeographed and distributed by mail.

* * *

Parade of the Pooch

DOG LOVERS lend their ears to the daily five-minute *Lost & Found Dog Column* of WSYR, Syracuse, with commentator Leslie Marcus giving hints on care of dogs, describing dogs lost and found in Syracuse area, and plugging sponsor's product—dog food.

Radio Heroine

CLOVER KERR, Hollywood writer-commentator, who lost both legs and her right arm in an auto-train crash 16 months ago, is now able to walk with aid of artificial limbs. Miss Kerr, for the past year, has been writing and broadcasting inspirational talks on KFWB, Hollywood. She types her own continuity, using her left hand. Her book, *Banners of Courage*, now in the hands of publishers, is to be released on July 1.

Brain Teasers

AN INVITED audience supplies ad lib talent for the *Words From Ideas and Ideas From Words* sustaining feature of CKAC, Montreal. Several competitors selected from the audience are asked to pass from any idea associated with a suggested word to any idea suggested by a second one, i.e., to pass from *statute to slavery*, the contestant might answer: *statue-marble-Italy-Ethiopia-slavery* — with answers ranging from five to ten words. Varying this idea, contestants are asked to give in 30 seconds a number of words beginning with a letter of the alphabet.

* * *

The Want-Ads of WIS

TWENTY-FIVE word want-ads, run in blocks of 40 in 15-minute periods, are broadcast daily in a *Quick Ad Service* by WIS, Columbia, S. C. Bennett Adv. Agency handles all the soliciting, writing and collecting; one voice reads the ads with a tone signal punctuating the "quickies". Each *Quick Ad* is brand new, with no standing or institutional copy.

* * *

Sentences from Words

ALL MEMBERS of the studio audience get a turn before the mike in *Give Me a Sentence*, new program of WHN, New York. The weekly half-hour show is based on a contest in which participants compose complete sentences of words suggested by the audience.

* * *

Take Your Pick

WMCA, New York, has started a daily half-hour program, *Battle of Bands*, in which listeners choose between sweet and swing. To date, the surveys indicate a slight lead for swing, and Benny Goodman's orchestra is far in advance of the 30 other bands mentioned.

* * *

Ask Another

SCHOOL KIDS work noisily at problem-solving games on the new *Let's Get Together* broadcast of WMCA, New York. Directed by Lewis Wolfe, who also writes and narrates the program, it bears the endorsement of many organized child groups in the city.

* * *

Swapping Service

A TRADING POST for pets is provided in the *Pet Corner*, daily feature of WSIX, Nashville. Offering its services free to pet-exchangers, the *Corner* also enlists listeners in hunting strayed and stolen pets.

* * *

Memories From Songs

LISTENERS are asked in submitting requests to WINS's new program, *Your Old Songs*, to tell what memories are connected with each tune, and the numbers with the most interesting associations are chosen.

* * *

Recollections of the Famous

CHILDHOOD memories of famous people are revealed on *Junior News Reel*, conducted by "Jolly Bill" Steinke, which started on NBC-Red network June 4.

Roving Nighthawk

POPPING IN on parties, porch-sitters, and pedestrians, *The Nighthawk* of WSPD, Toledo, roams the residential neighborhoods from 11:30 to midnight Saturdays interviewing "stay-up-lates" right in listeners' homes. Clad entirely in white, *The Nighthawk* uses WSPD'S new mobile unit to broadcast everything from opinions on the weather to songs by musically talented party-goers.

* * *

The Labor Problem

RADIO came to the fore prominently when San Francisco's critical employer-employe relations problem was debated at a meeting in the civic auditorium on the evening of June 3. Business leaders of the city and CIO union heads participated equally in the open discussion of local labor difficulties, with several thousand citizens present. Three San Francisco stations — KYA, KPO and KFRC — broadcast portions of the meeting.

* * *

Tips to Builders

REMINDING listeners of the advantages of homes built by a contractor-sponsor, the Roving Reporter of KWTO-KGBX, Springfield, Mo., on Sunday afternoons inspects the new residences, accompanied by the owner and contractor, broadcasting comments on building features. The program, *Custom-Built Interviews*, reflects the contractor's slogan, "Custom-Built Homes".

BEE IN LANSING
All Grade Pupils Required To Participate

LANSING's 1,200 grade school pupils last January began spelling each other down in WJIM's second annual *Spelling Bee of the Air* sponsored again by the Board of Water & Light Commissioners, municipally-owned utility. With participation obligatory for all grade-school students, groups of 20 sixth-to-eighth graders competed three times a week for the semi-final contests, held Friday evenings; finalists, 72 pupils from 26 different schools, met June 6 and spelled before 1,500 citizens in Eastern Auditorium, Lansing.

Eleven-year-old Thelma Cleeves (right) correctly spelled "poltice", nosed out young Bob Smith, and won the 1938 championship with its reward a thousand-mile all-expense trip up the St. Lawrence to Quebec, while Bobbie won a Leica camera as runner-up. WJIM's 1937 and 1938 *Spelling Bee of the Air* are reported to have doubled spelling interest of Lansing pupils and have drawn much comment in Michigan education circles. Plan is to take the contest into senior high schools next year. In center is Howard Finch, WJIM program director.

$TART ALE $OARING
ALL ABOARD . . . and that's just what Progressive Advertisers are doing to reach our "Friendly Family" of 2,500,000 Italo-Americans! They know that June and July are the months to Start Sales Soaring. Advertising
The Italian Way,
it's, therefore, no surprise to them when succeeding Fall and Winter broadcasts enjoy double sales effectiveness. All Aboard . . Time is Flying so get your reservations in NOW!
$ $ $ $ $ $ $
$ $ $ $ $ $ $
WOV
NEW YORK • 1000 WATTS
WPEN
PHILADELPHIA • 1000 WATTS
WBIL
NEW YORK • 5000 WATTS
THE INTERNATIONAL BROADCASTING CORPORATION • NEW YORK CITY

Packing them in!

Showmanship does it. Progressiveness does it. KDYL has both!

Something new for Salt Lakers—a radio playhouse where local favorites perform for visual audiences as well as for the thousands of home and auto radio listeners in the *intermountain west's richest market.*

Opened May 27, the KDYL Radio Playhouse won instant and enthusiastic popularity—just as KDYL has won and held preference among tuners-in.

•

Such popularity offers real opportunity to advertisers who want to "pack them in" via the cash register route.

KDYL

SALT LAKE CITY

An N.B.C. Station

Representatives: JOHN BLAIR & COMPANY

Chicago - New York - Detroit - San Francisco - Los Angeles - Seattle

RADIO AND SCHOOLS

DETROIT'S *Wayne University Broadcasting Guild*, coordinating unit for student radio activities, has sponsored 63 programs since organization last September and *Guild* members have appeared in 41 programs sponsored by other groups. Three summer radio classes, beginning July 5, will present four student programs each week—two speaking and two dramatic—over Detroit stations. The *Guild* has worked over WMBC, W8XWJ, WJBK, CKLW, and NBC network.

ADDING a *Radio Workshop* to its 1938 curriculum, National Music Camp, Interlochen, Mich., promises practical training in the writing, musical mounting, and production of radio programs, with four instructors and guest lecturers on the *Workshop* faculty, including William Dow Boutwell, director of the U. S. Office of Education's *Educational Radio Project*; Rudolf Schramm, music director of the *Project* and leader of NBC staff orchestra for WRC and WMAL, Washington; Jerry Weisner, assistant to director of radio, University of Michigan, and Camp Director Joseph E. Maddy. NBC has invited the Camp to present two network programs a week during the season.

GIVING pointers on the use of radio in classrooms, Ben H. Darrow, director of education of WBEN, Buffalo, has been loaned by WBEN to teach the first class in radio education at the State Teachers College at Buffalo during the summer. Most students will be teachers, and for five hours of instruction each week will receive three hours credit. A second course, *Radio Workshop*, conducted by Mr. Darrow and members of the WBEN staff, will offer fundamentals of script writing, radio acting, and radio production. The college is installing a public address system and fitting up a room as a studio.

AFTER THE 50th number of its *School of the Air* series for 1937-38, WGL, Fort Wayne, compiled statistics on "school energy" expended in cooperating with WGL on the bi-weekly programs: Pupil hours, 8,000; teacher hours, 575 (45 teachers assisting); producers' hours, 600; total number of hours, 9,175.

WILLIAM MONTGOMERY McGOVERN, *The Roving Prof* of NBC-Red's new network feature and professor of political science at Northwestern University, Evanston, Ill., relates "little known sidelights of family life in the Orient", drawing largely upon anecdotes from his globe-trotting experiences to reveal the purely personal side of the Far East. He is said to have spent more time traveling than at home. *The Roving Prof* is heard Tuesdays, 7:45-8 p. m.

WWNC

ASHEVILLE, N. C.

Full Time NBC Affiliate 1000 Watts

June Opens Western Carolina's Busiest Season!

Summer brings throngs to the cool, scenic mountains. Normal population practically doubles — and business goes UP in proportion. "Cash in" by placing your advertising schedule NOW over WWNC —the sole blanket radio coverage available!

Lip-Reading Tournament At Cleveland Convention Of Deaf Is Broadcast

BIENNIAL convention of the American Society for the Hard of Hearing in Cleveland May 24-28 gave an opportunity to Cleveland's WTAM and WGAR to broadcast unique programs. High spot was the 15-minute broadcast during which WTAM listeners were given a glimpse into the Society's National Lip-Reading Tournament to select the country's lip-reading champion.

Competing were five finalists who survived rigid elimination contests. Being handicapped severely by loss of hearing, contestants had to rely almost wholly on their ability to follow lip movements with the eye. The contestants were heard answering questions and parrying conversation which the audience could hear but they could not.

The Society, with headquarters in Washington, is a national organization with 114 chapters throughout the United States. Stations in almost every State are now cooperating in a public education campaign to tell the story of the society's work on behalf of the hard-of-hearing. Erwin M. Frey & Affiliates, 274 Madison Ave., New York, is public relations counsel for the society.

WRITING their own scripts on modern mechanical writers for the sightless and then speaking to an outside world they will never see, students of the Missouri State School for the Blind are conducting a unique radio workshop at their school in St. Louis. Undaunted by their inability to prepare and read radio scripts like sighted persons, the blind students throughout the school year have presented their own programs over WEW, St. Louis, using scripts of the U. S. Office of Education's script exchange, translated into Braille and rehearsed on a room-to-room wire hookup before going on the air.

WITH its course in radio production taught by M. U. Bildersee of the NBC education department, Michigan State College, E. Lansing, Mich., has announced a summer curriculum that includes a radio workshop and other credit courses in radio. Prof. A. A. Applegate, head of the journalism department, heads the radio writing course, and Prof. Donald Hayworth, head of the speech department, teaches radio speech.

EDUCATIONAL WORK BROADENED BY WWJ

CLASSROOM education by radio in Detroit will pick up this summer where the regular school term left off under the program of W8XWJ, WWJ's experimental apex station. WWJ has offered the Detroit board of education first choice of all broadcasting time of W8XWJ, and ten "listening centers" with ultra-high frequency receivers have been established over the city, with an estimated 75 more to be operating by September.

Planning for Tomorrow, general title for the June program, deals with vocations and vacations. The first episode, broadcast June 6, carried interviews with pupils and drama built around constructive recreation of summer vacations; the second, June 13, was built around Detroit's history; and the third, June 20, will give summer health instruction for children.

RESULTS OF THE LARGEST COINCIDENTAL RADIO STUDY EVER MADE IN CINCINNATI

CROSSLEY, INC. conducted 38,811 Cincinnati telephone interviews during the week of April 3, 1938 . . . 200 completed interviews every half-hour, 14 hours of the day, every day of the week. The results, broken down into half-hour units for the entire period of the survey:

DAY WKRC had 27% *MORE* first place mentions during the daytime than the nearest local network competitor.*

NIGHT WKRC had *158% MORE* first place mentions during the evening than *all other local network stations combined.*

ALL DAY WKRC dominated the Cincinnati audience with over *80% MORE* first place mentions than its nearest local network competitor, morning, afternoon and evening for the entire week; over *23% MORE than all other local network stations combined.*

**The phrase "local network stations" is commonly accepted by all stations serving Cincinnati as referring to the three regional (not clear-channel) stations. The one clear-channel station in the city does not designate itself as a local Cincinnati advertising medium.*

WKRC, Columbia's station for Cincinnati

550 KILOCYCLES. OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM.
Represented by RADIO SALES: New York, Chicago, Detroit, Milwaukee, Birmingham, Los Angeles, San Francisco

All for ONE

Buy a network with the physique and the ambition to fight for you! Buy Don Lee . . . twenty-six separate local units, each a powerful merchandising force in its territory, banded together into the nation's strongest regional organization to guarantee your Pacific Coast sales.

DON LEE BROADCASTING SYSTEM
The Nation's Greatest Regional Network
LEWIS ALLEN WEISS, General Manager
1076 West Seventh St., Los Angeles, Calif.
Affiliated With MUTUAL
Represented By BLAIR

in the CONTROL ROOM

NBC's national division engineers met in New York the week ending June 11. Among those attending the convention were George McElrath, operating chief; Alfred H. Morton, managed-and-operated station manager; Lee Wailes, assistant to Mr. Morton; A. H. Saxton, San Francisco; Howard Luttgens, Chicago; George Milne, New York; S. E. Leonard, Cleveland; W. J. Purcell, Schenectady; A. E. Johnson, Washington; C. A. Peregrine, Denver; Raymond F. Guy, radio facilities engineer, New York; Robert M. Morris, development engineer, New York; E. R. Cullen, audio facilities engineer, New York; Chester Rackey, video facilities engineer, New York.

J. P. TAYLOR, radio engineer formerly associated with RCA Mfg. Co. at its Camden headquarters, has returned to the organization as assistant to Bill Witty, in charge of transmitter sales in the Southwestern District and headquartering at Dallas.

WILLIAM G. H. FINCH, facsimile inventor and president of Finch Telecommunications Laboratories, New York, has been granted Patent 2,118,917 on a dual tone telegraphy system to transmit dot-dash telegraphic signals. The system uses a narrow frequency spread without side band suppression, the inventor claims, and with positive marking and spacing impulse conditions at the receiver.

O. B. HANSON, NBC vice-president in charge of engineering, left New York June 6 for Hollywood.

ERNEST ROBERTS, of WMBD, Peoria, Ill., engineering staff, is the father of a boy born June 3.

RICHARD KELLY, control operator of WICC, Bridgeport, will marry Miss Muriel Minogue June 21.

GORDON MORRISON, formerly with KRE, Berkeley, has joined the KPO-KGO engineering staff in San Francisco.

WILFRED SIDDLE, of WRBL, Columbus, Ga., is back at the controls after a three-week illness.

DONALD DE WOLF, NBC Hollywood engineer in charge, discussed "Broadcasting Technique" at the May 26 meeting of the Southern California Meter Assn. in Huntington Park, Cal.

W. W. CARRUTHERS, formerly Los Angeles radio consulting engineer, has joined the technical staff of KHJ.

JERRY COLEMAN, of KDKA, Pittsburgh, transmitter staff, has announced his engagement to Helene K. Wildi, of Saxonburg, Pa.

DR. SHUZO ITO, Imperial Government radio engineer, Tokyo, Japan, on an inspection tour of American broadcasting studios, visited Hollywood early in June.

E. O. WILLOUGHBY, radio engineer, Standard Telephone & Cable Co., London, is inspecting major stations in this country and was in Hollywood early in June.

HOLT DYESS has been named chief engineer of WFOR, Hattiesburg, Miss.

CHARLES SMITH, master control engineer of WCAU, Philadelphia, is the father of a baby girl born recently.

GEORGE HERRICK, supervisor of engineers at WINS, New York, and John M. Watters, studio engineer, will marry sisters — Lillian and Helen Campbell. Date of the wedding has not been announced.

CONTROLMAN Stroupe, of WBT, Charlotte, is the father of a boy, and transmitterman John Carey, of a girl, born recently.

"Say, listen! Did you paddle me out here just to rave about Western Electric's Doherty Circuit?"

NAB's Views on Proposed New Rules Expounded Before FCC by Ethridge . .

Abstract of testimony of Mark Ethridge, NAB president, before FCC June 6 at hearings on new rules and regulations. Portions of testimony repetitious of remarks on May 16 before Federal Communications Bar Association [BROADCASTING, *June 1*] *have been deleted.*

The rules and regulations as a whole make a contribution to the industry in that they bring engineering standards and practices more in line with the progress and the practices of radio. These proceedings are but another step in the continuous and searching studies that have been made by the Commission and its technical staff for the purpose of improving the service to the American listener. It is in the same spirit that Mr. Hogan and I appear. Both of us will make suggestions as to amendments to the regulations because we feel that they are in the interest of both the public and the industry. We feel, moreover, that the suggestions, if adopted will contribute to the stability of the industry itself.

In general, it does not seem that the proposed regulations are restrictive. However, certain of the rules illustrate a trend in regulatory policy which gives the industry cause for apprehension. To these regulations we respectfully take exception. It is almost axiomatic that any governmental agency charged with the duty of regulating any industry is constantly under pressure to extend the scope of its jurisdiction and the temptation too frequently is for the regulatory body to extend its jurisdiction without a mandate from the people through Congress.

We believe that certain of the general regulations depart from purely technical considerations and are concerned with broad questions of policy in the social and economic sphere. We except to some of these regulations, principally because we believe the Commission can accomplish their intended objectives by considering specific facts in an individual case. Moreover, it would appear unnecessary for the Commission to restrict its freedom of action by attempting to reduce to formal regulation matters concerning social and economic policy.

Asks for Revisions

For the NAB membership, I shall address myself to four regulations which we believe could be improved by deletion or amendment. The first regulation to which exception has been taken by the NAB is rule 31.4 (1) which reads that:

"An authorization for a new standard broadcast station or increase in facilities of an existing station will be issued only after a satisfactory showing has been made in regard to the following, among others:

"(1) That the proposed programs are of such standard as to provide a meritorious service, *including such cultural programs as may be required*, to the listening public; and that there is a need for such service; and that the necessary program material is available to provide such service."

The NAB has proposed that this rule be amended by striking out the clause "including such cultural programs as may be required." In the first place, it is not at all clear what is contemplated by this provision. It may be that the Commission does not intend the construction which has been placed upon it by many broadcasters. Is it here proposed that the Commission develop certain definite requirements with respect to cultural programs with which each applicant for new or improved facilities must comply? The regulation as it stands certainly is capable of such an interpretation. If it is so interpreted and applied, it is submitted that the Commission would be exercising a positive control and supervision over program content which is incompatible with the spirit if not the letter of the prohibition against censorship as contained in the Communications Act.

It is not suggested that the Commission should not take into account the program service of broadcasters in passing upon applications for various authorizations. The program structure of an individual station obviously is the most important element in the standard of public interest. But there is a vast difference between the Commission considering the general program structure of broadcasting stations and laying down program specifications to which licensees must adhere.

American Leadership

It is a matter of common knowledge that the American system has produced the highest type and widest variety of programs in the world. No apologies need be offered for the general program structure of the American broadcasting industry. But if government assumes control and attempts to dictate the types of programs to be broadcast, the very foundation of the existing system is destroyed. It is doubted if the Commission has the authority to specify what is to be broadcast any more than it can directly exercise the power of censorship. Personally, I am unable to make any practical distinction between actual censorship and the imposition of arbitrary standards for programs. To my mind, the imposition of cultural standards is, in fact, *a priore* censorship.

I confess to a total inability to understand how any group of men or women would be able to draw a cultural pattern in a democratic country. Of course, it can be done, after a fashion, at least, in a country that has a dictator. Herr Goebbels has the power to order all opera companies in Germany to give only Wagnerian operas, as he did for one year, and the people hear Wagner, whether they like it or not. He has the power, and exercises it, to purge the libraries and the people have to read what Mr. Goebbels thinks is good for their minds. Germany is the perfect example of a country that has a fixed pattern of culture and it is the most eloquent testimony to the contention that a country can not have rigid pattern without military enforcement. In other words, capsule culture is incompatible with democracy.

Under the competition between networks and the individual stations themselves the quality of radio programs has been constantly improving and will continue to improve as talent in this country is developed and as broadcasters themselves learn the new uses of talent. A few years ago, most of the people in the country had never heard a symphony orchestra; now there is enough appreciation of symphony music to justify it as a sustaining program. Educators are learning how to use radio as a means of education that is not as dry as dust. Radio is in a ferment of creating that is producing and is bound to continue to produce increasingly better programs. * * *

Residence Requirement

The second regulation to which the NAB has taken exception is section 5 of rule 31.4. This rule undertakes to make residence a necessary requirement for an applicant for a Class IV station. The NAB has urged that all of section 5 be stricken. Here again we encounter a question of legislative and administrative policy which is a matter of opinion and not subject to the evidential proof. As a matter of fact, it is hoped that upon this point the Commission will assume the burden of proof and develop for the benefit of the industry its reasons for promulgating this particular regulation. The NAB has no information that the public interest has been illy served by absentee ownership of local stations nor is it aware of any manifestations of public resentment which might have suggested this prescription.

Absentee Ownership

Many analogies could be developed in an effort to dispute the soundness of the policy that the ownership of new local stations be restricted to the residents of that community. The question of absentee ownership of local enterprise has long been a popular subject of political and economic discussion. The opposition of the NAB to the principle involved in this rule is based, first, upon the fact that it might well retard the progress of the industry and deprive some community of a needed service, and, second, that the regulation is unnecessary.

It is not difficult to envision a situation in which there exists an opportunity for the establishment of a radio station in a particular community but where local capital or residents of that community have no desire to enter the broadcasting business and no experience in the operation of a radio station. Under such circumstances, should a stranger to the community be denied the opportunity of providing the facilities for a needed service?

It is the apparent intent of this rule to identify station management with the community. It is submitted that the successful operation of a radio station necessarily means that such station will become an institution in the community it serves. The mere fact that the person who establishes the station does not reside in the community does not mean that he is incapable of rendering community service. And it does not seem that the accident of previous choice of residence should restrict the opportunity of a qualified individual to engage in the radio business.

Radio vs. Provincialism

The Commission is now properly required by the Act to pass upon the legal, technical and financial qualifications of any applicant. The standard of residence would not seem to be sufficient cause to deprive a community of a service its people want and in the absence of this regulation, could obtain. Radio has made a great contribution in combatting provincialism in this nation and we feel that the Commission should not through its formal regulations treat any citizen as alien to any community if he has the desire and the qualifi-

(*Continued on page 66*)

OLD TIMERS are these three veterans of the wavelengths, now leading broadcast executives, reunited at the FCC hearings. Left to right are Harold Hough, director of WBAP and KGKO, Fort Worth, once known on the air as the "Hired Hand"; Lambdin Kay, manager of WSB, Atlanta, famous as radio's "Little Colonel"; Leo J. Fitzpatrick, vice-president of WJR, Detroit, who once introduced the Kansas City Nighthawks over WDAF. So great was their early radio fame that they once traveled together over an extensive vaudeville circuit.

Radio's 1937 Revenues

(*Continued from page 8*)

channel stations of 50,000 watts or more accounted for $24,295,289 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $8,469,603. This represents an average net income for these stations of $292,056. The average total investment in plant equipment of this group of stations (including the 500,000-watt WLW) is $445,127; the average depreciated value, $228,120.

b. Four part-time clear channel stations of 50,000 watts accounted for $1,837,804 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $484,269. This represents an average net income for these stations of $121,067. The average total investment in plant equipment of this group is $445,127; the average depreciated value, $228,120.

c. Eight full-time clear channel stations of 5,000 to 25,000 watts accounted for $2,201,302 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $796,812. This represents an average net income for these stations of $99,602. The average total investment in plant equipment of this group ranges from $94,837 to $100,799, the average depreciated value, $41,717 to $59,607.

d. Ten part-time clear channel stations of 5,000 to 25,000 watts accounted for $1,422,263 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $217,045. This represents an average net income for these stations of $21,704. The average total investment in plant equipment of this group and the average depreciated value are the same as in paragraph c.

e. Eight full-time stations in the high-power regional category (5,000 to 25,000 watts) accounted for $1,858,549 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $341,241. This represents an average net income for these stations of $42,655. The average total investment in plant equipment of this group is $260,469; the average depreciated value, $125,037.

f. 188 full-time regional stations other than high power (500 to 5,000 watts, including 16 stations with lesser powers on regional frequencies) accounted for $33,037,389 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $6,787,846. This represents an average net income for these stations of $36,106. The average total investment in plant equipment of this group of stations ranges from $42,997 for 500 watters to $65,637 for 1,000 watters, to $85,511 for 2,500 watters, to $132,906 for 5,000 watters; the average depre-

(*Continued on page 40*)

ANALYSIS OF NETWORK REVENUES, 1937

Table 2: Analysis of Net Revenues from Broadcast Services and Other Financial Data; Covering All Networks, Including Key Stations Operated by Networks.

Particulars	All Networks (Including Keys) Amount	*Major Networks (Including Keys) Amount	*Major Networks (Not Including Keys) Amount
(a) Revenues			
1. Time sales to advertisers (after trade discounts)	$58,831,681	$56,169,269	$53,254,778
2. Received of other networks and stations for network broadcasting of their time sales to advertisers	214,763	23,127	23,127
3. Total commercial time sales	$59,046,444	$56,192,396	$53,277,905
4. Less: Portion of sales paid to other networks	219,021	109,291	109,291
Portion of sales paid to stations	16,695,706	15,861,438	19,266,127
	$16,914,727	$15,970,729	$19,375,418
5. Balance: Time sales to advertisers retained by networks	$42,131,717	$40,221,667	$33,902,487
6. Sustaining program sales to stations	60,384	60,384	60,384
7. Sale of talent, and booking commissions	5,533,054	5,053,942	904,022
8. Other revenue incidental to broadcasting	1,759,631	1,713,948	1,713,948
9. Rent received from broadcast equipment and other fixed assets leased to others	89,576	89,576	89,576
10. Total sales and other revenues of networks	$49,574,362	$47,139,517	$36,670,417
11. Deduct: Commissions paid to agencies and brokers	9,033,300	8,491,766	8,043,825
12. Balance: Total revenues of networks	$40,541,062	$38,647,751	$28,626,592
(b) Expenses			
1. Salaries: Officers	$ 874,203	$ 821,276	$ 734,572
Program staff	1,625,274	1,555,092	1,555,092
Advertising and selling	1,452,075	1,403,016	1,225,536
Other salaries	4,256,740	4,028,027	3,541,701
	$ 8,208,292	$ 7,807,411	$ 7,056,901
2. Payments for communication lines used in program transmission	5,710,222	5,222,906	5,222,906
3. Payments for rent of complete broadcast stations leased from others	39,915	39,915	36,550
4. Program expense, including sustaining programs purchased	11,004,078	10,351,880	5,143,749
5. Advertising and selling, not including salaries	1,203,638	1,156,258	1,009,988
6. Repairs, maintenance, and supplies	459,624	425,957	360,780
7. Light, heat, power and miscellaneous rents	2,208,605	2,199,379	1,955,362
8. Depreciation of assets devoted to broadcasting	697,854	692,121	595,738
9. Amortization of intangible assets applicable to broadcasting	310,000	310,000	290,412
10. Taxes applicable to broadcasting (except Federal income taxes)	690,835	688,948	597,366
11. All other general expenses (including rents paid for use of land)	2,648,639	2,455,249	2,214,437
12. Total expenses	$33,181,702	$31,330,024	$24,484,189
(c) Net revenue from broadcast services	$ 7,359,360	$ 7,317,727	$ 4,142,403
(d) Other income (not included in (a), above)	384,981	349,302	349,300
(e) Gross income	$ 7,744,341	$ 7,667,029	$ 4,491,703
(f) Deductions from income (not included in (b), above)	25,128	21,366	21,366
(g) Net income before Federal income taxes	$ 7,719,213	$ 7,645,663	$ 4,470,337
(h) Estimated Federal income taxes (deduct)	1,323,259	1,315,215	1,064,037
(i) Net income for the period	$ 6,395,954	$ 6,330,448	$ 3,406,300

*Major networks are NBC, CBS, MBS.

Investment, Depreciation and Replacement Value of Broadcasting Properties by Power Classes, 1937

(Table 24: Summary of Responses of Stations to FCC Order No. 38)

Class of station and maximum power	Original cost			Depreciated value			Replacement value new		
	No. of stations	Technical equipment	Total investment	No. of stations	Technical equipment	Total investment	No. of stations	Technical equipment	Total investment
(Col. 1)	(Col. 2)	(Col. 3)	(Col. 4)	(Col. 5)	(Col. 6)	(Col. 7)	(Col. 8)	(Col. 9)	(Col. 10)
Clear channel stations:									
500,000 watts 50,000 watts 25,000 watts 10,000 watts 7,500 watts 5,000 watts	32	$7,929,427	$14,244,069	31	$2,339,190	$7,071,708	25	$7,924,397	$14,634,747
	10	689,571	1,007,987	10	347,233	596,070	10	930,143	1,278,964
	8	495,898	758,695	8	163,994	333,736	6	339,351	547,193
Total	50	$9,114,896	$16,010,751	49	$2,850,417	$8,001,514	41	$9,193,891	$16,460,904
Regional stations:									
25,000 watts 20,000 watts 10,000 watts	4	$ 856,145	$ 1,041,874	4	$ 353,927	$ 500,147	4	$ 579,608	$ 827,915
5,000 watts	90	6,874,865	11,961,566	88	3,852,432	7,582,900	82	5,947,427	10,761,092
2,500 watts	11	642,236	940,617	11	262,766	487,998	11	562,113	845,752
1,000 watts	113	4,800,956	7,416,936	109	2,286,720	4,010,545	104	3,861,199	6,234,858
500 watts	49	1,502,744	2,106,835	45	789,850	1,222,156	43	1,255,300	1,834,388
250 watts	22	375,935	609,216	22	258,553	427,270	21	337,586	557,123
200 watts 100 watts	7	117,549	136,261	8	68,818	86,393	6	92,351	110,330
Total	296	$15,170,430	$24,213,305	287	$7,873,066	$14,317,409	271	$12,635,584	$21,171,458
Local stations:									
250 watts	134	$2,227,476	$3,405,357	128	$1,293,772	$2,084,029	121	$1,726,970	$2,826,605
100 watts 50 watts	133	1,870,216	2,610,715	121	937,405	1,392,152	123	1,571,967	2,288,902
Total	267	$4,097,692	$6,016,072	249	$2,231,177	$3,476,181	244	$3,298,937	$5,115,507
Grand total	613	$28,383,018	$46,240,128	585	$12,954,660	$25,795,104	556	$25,128,412	$42,747,869

NOTE:—Of the 613 responses showing original cost data, 5 cover 2 stations each. Thus the table actually embraces data for 618 stations.

Balance Sheets of the Combined Networks as of Dec. 31, 1937

(Summary of Information Submitted to FCC by National and Regional Networks)

ALL NETWORKS (Including Key Stations Operated by Networks)

ASSET SIDE

CURRENT ASSETS:		
Cash		$4,189,074.05
Marketable securities		2,000,000.00
Accounts receivable	$6,559,872.23	
Less reserve	478,978.29	6,080,893.94
Notes receivable	$ 141,435.01	
Less reserve	None	141,435.01
Other current assets		148,845.17
TOTAL CURRENT ASSETS		$12,560,248.17
INVESTMENTS:		
Securities of affiliated companies	$ 158,611.87	
Advances to affiliated companies	5,000.00	
Other securities	2,819.01	
TOTAL INVESTMENTS		166,430.88
TOTAL CURRENT ASSETS AND INVESTMENTS		$12,726,679.05
FIXED ASSETS DEVOTED TO BROADCAST SERVICE:		
Land		$2,526,878.28
Buildings	$2,560,127.11	
Less allowance for depreciation	991,350.46	1,568,776.65 $ 4,095,654.93
Transmitting equipment	$4,486,874.03	
Less allowance for depreciation	3,714,225.16	$ 772,648.87
Radiating system	$ 68,702.37	
Less allowance for depreciation	33,771.35	34,931.02
Studio equipment	$2,443,313.31	
Less allowance for depreciation	1,679,569.79	763,743.52
Other technical equipment	$ 372,082.21	
Less allowance for depreciation	56,645.37	315,436.84 1,886,760.25
Other fixed assets	$4,121,670.21	
Less allowance for depreciation	2,131,000.95	1,990,669.26
TOTAL FIXED ASSETS DEVOTED TO BROADCAST SERVICE		$ 7,973,084.44
OTHER FIXED ASSETS:		$ 1,719.80
INTANGIBLE ASSETS:		
Goodwill		$4,320,083.23
TOTAL INTANGIBLE ASSETS		4,320,083.23
OTHER ASSETS:		535,312.34
DEFERRED CHARGES:		
Prepaid line charges		$ 386,477.28
Other prepaid expenses		233,736.48
Other deferred charges:		
Inventory of transmitter tubes		58,817.49
Advances on equipment purchase orders		306,000.00
TOTAL DEFERRED CHARGES		985,031.25
TOTAL		$26,541,910.11

LIABILITY SIDE

Liabilities		
CURRENT AND ACCRUED LIABILITIES:		
Accounts payable	$2,774,773.59	
Advances from employees	46,554.27	
Notes payable	2,217,916.75	
Accrued wages, interest, rent, etc.	573,511.42	
Other current and accrued liabilities:		
Accrued taxes (including Federal income and surtax)	2,264,928.45	
Accrued discounts and similar items	768,046.43	
Other accounts	22,340.56	
TOTAL CURRENT AND ACCRUED LIABILITIES		$ 8,668,071.47
FIXED LIABILITIES:		
Mortgages		1,367,050.00
OTHER LIABILITIES:		
Notes payable (due more than 1 year from date)	$ 260,416.75	
Deferred income	14,720.47	
Due to stations affiliated with networks	60,214.20	
Due to parent corporations	6,126.51	
TOTAL OTHER LIABILITIES		341,477.93
RESERVES:		
Contingencies	$ 166,905.00	
Reserved for Federal taxes	57,401.91	
Reserve for operating adjustments	27,832.15	
TOTAL RESERVES		252,139.66
TOTAL LIABILITIES AND RESERVES		$10,628,739.06
Capital and surplus		
CAPITAL STOCK:		
Preferred stock: Issued	None	
Less treasury stock	None	None
Outstanding		None
Common stock: Issued	$8,790,959.02	
Less treasury stock	1,105,170.64	
Outstanding		7,685,788.38
TOTAL CAPITAL STOCK		$7,685,788.38
SURPLUS:		
Capital or paid-in	$ 56,000.00	
Arising from revaluation	31,312.19	
Earned	8,140,070.48	
TOTAL SURPLUS		8,227,382.67
TOTAL CAPITAL AND SURPLUS		15,913,171.05
TOTAL		$26,541,910.11

*MAJOR NETWORKS (Including Key Stations Operated by Networks)

ASSET SIDE

CURRENT ASSETS:		
Cash		$3,980,171.13
Marketable securities		2,000,000.00
Accounts receivable	$6,042,704.51	
Less reserve	470,067.73	5,572,636.78
Notes receivable	$ 36,214.59	
Less reserve	None	36,214.59
Other current assets		128,813.51
TOTAL CURRENT ASSETS		$11,717,836.01
INVESTMENTS:		41,610.60
TOTAL CURRENT ASSETS AND INVESTMENTS		$11,759,446.61
FIXED ASSETS DEVOTED TO BROADCAST SERVICE:		
Land		$2,452,153.91
Buildings	$2,448,012.64	
Less allowance for depreciation	980,674.62	1,467,338.02 $ 3,919,491.93
Transmitting equipment	$3,986,696.80	
Less allowance for depreciation	3,445,405.50	$ 541,291.30
Studio equipment	$2,240,490.00	
Less allowance for depreciation	1,545,327.83	695,162.17
Other technical equipment	$ 249,496.57	
Less allowance for depreciation	16,082.94	233,413.63 1,469,867.10
Other fixed assets	$3,665,921.03	
Less allowance for depreciation	1,890,892.84	1,775,028.19
TOTAL FIXED ASSETS DEVOTED TO BROADCAST SERVICE		$7,164,387.22
INTANGIBLE ASSETS:		
Goodwill		$4,135,083.23 $ 4,135,083.23
OTHER ASSETS:		414,168.42
DEFERRED CHARGES:		
Prepaid line charges		$ 386,477.28
Other deferred expenses		231,938.28
Advances on equipment purchase orders		306,000.00
TOTAL DEFERRED CHARGES		924,415.56
TOTAL		$24,397,501.04

LIABILITY SIDE

Liabilities		
CURRENT AND ACCRUED LIABILITIES:		
Accounts payable	$2,627,240.86	
Advances from employees, wages and interest	414,264.71	
Notes payable	2,160,416.75	
Accrued taxes, mortgage installments, discounts and other items	2,962,863.94	
TOTAL CURRENT AND ACCRUED LIABILITIES		$ 8,164,786.26
FIXED LIABILITIES:		
Mortgages		1,360,050.00
OTHER LIABILITIES:		
Notes payable (due more than 1 year from date)	$ 275,137.22	
Due to stations affiliated with network	60,214.20	
TOTAL OTHER LIABILITIES		335,351.42
RESERVES:		
Reserve for contingencies	$ 166,905.00	
Reserve for operating adjustments	7,174.35	
TOTAL RESERVES		174,079.35
TOTAL LIABILITIES AND RESERVES		$10,034,267.03
Capital and surplus		
CAPITAL STOCK:		
Preferred stock: Issued	None	
Less treasury stock	None	
Outstanding		None
Common stock: Issued	$8,052,875.00	
Less treasury stock	1,055,670.64	
Outstanding		6,997,204.36
TOTAL CAPITAL STOCK		$6,997,204.36
SURPLUS:		
Capital or paid-in	$ 41,000.00	
Earned	7,325,029.65	
TOTAL SURPLUS		7,366,029.65
TOTAL CAPITAL AND SURPLUS		14,363,234.01
TOTAL		$24,397,501.04

* Major networks are NBC, CBS, MBS.

Wake up a

MAKE your radio campaign wake up and live — make it sit up and talk sales — with WORLD'S *Vertical-Cut* Wide Range recording.

This "Living Sound" method makes both the entertainment *and* the advertising clear, convincing, alive with persuasive appeal. Its beauty and realism turns casual dialers into loyal listeners, and listeners into buyers.*

Only WORLD'S *Vertical-Cut* Recording is truly Wide Range, because only WORLD records exclusively on Western Electric equipment. Back of your World-built transcriptions stand the resources and experience of the world's leading sound organization. Years of Bell Laboratories research and Western Electric engineering, combined with WORLD'S unchallenged record as Transcription Headquarters—these are yours to command in WORLD'S *Vertical-Cut* Wide Range recording.

pand SELL with

LIVING SOUND

With World, your radio advertising dollar is protected all the way. Life in your transcriptions begins at 711 Fifth Avenue, in New York (301 East Erie, in Chicago — 1000 North Seward, in Hollywood).

* * *

*** "Hearing is Believing!" An audition, at any World office or World-affiliated station, will make *you* want to buy when you listen. It will prove to you there's nothing to equal the amazing QUALITY of World's *Western Electric* recording and reproduction.**

WORLD BROADCASTING SYSTEM

Transcription Headquarters

ATLANTA · CHICAGO · NEW YORK · HOLLYWOOD · SAN FRANCISCO · WASHINGTON

XUM

Miami Places Discs

MIAMI, Fla., has started a transcription campaign to promote the city as a summer resort. John B. Kennedy, commentator, describes scenes and sports in Miami in a series of six five-minute discs made by NBC. Graydon E. Bevis Inc., Miami agency, placed the business on WFBC WSPA WMBG WCHS WQBC WSFA WJRD WMC WBRC WBIG.

The Other Fellow's Viewpoint . . .

Fairy Soap Sponsor

EDITOR, BROADCASTING:

It has come to my attention through our London office that in your May 1 issue of BROADCASTING, there is an article on page 77, right hand column, on the subject of radio activities in England, concerning one of our English accounts. In that article, you made mention that Gracie Fields was sponsored by the Hecker Products Corp., New York (Fairy Soap). This is not the case, but rather Miss Fields is sponsored by Thomas Hedley & Co. (Fairy Soap). We have been requested by our London office to inform you of this error and to request a correction on this matter.

GAGER WASEY,
Erwin, Wasey & Co., Inc.,
New York City

June 1, 1938.

Fun for Spellers

EDITOR, BROADCASTING:

I should appreciate your sending a dozen copies of the current issue of BROADCASTING Magazine, containing the cartoon about the New York-Boston *Spelling Bee*.

I should like to send a copy to each member of the two teams. Also, if you could let us have the original drawing, I should be glad to present it to Norman S. Rose, who won the *Spelling Bee*, with your compliments.

The cartoon gave us all a good laugh here at headquarters and I am sure they would enjoy it too.

EARLE PEARSON
General Manager
Advertising Federation of America
June 2, 1938

FIRE damaged the roof and considerable television equipment in the RCA television laboratory and plant at Camden, N. J., June 7.

Radio's 1937 Revenues

(*Continued from page 36*)

ciated value, $27,159 for 500 watters, to $36,794 for 1,000 watters, to $44,363 for 2,500 watters, to $86,169 for 5,000 watters.

g. Sixty-eight limited time and daytime regional stations (500 to 5,000 watts, including the 16 stations mentioned in paragraph f) accounted for $3,809,346 in net sales (including talent sales) after commissions and discounts, and showed a net loss after all expenses of $19,039. This represents an average net loss for these stations of $280. The average total investment in plant equipment and average depreciated value are the same as in paragraph f.

h. Thirty-seven part-time regional stations (500 to 5,000 watts) accounted for $3,402,676 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $462,907. This represents an average net revenue for these stations of $12,511. The average total investment in plant equipment and the average depreciated value are the same as in paragraph f.

i. 187 full-time local stations (100 to 250 watts) accounted for $7,800,050 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $609,703. This represents an average net revenue for these stations of $3,260. The average total investment in plant equipment of this group ranged from $19,629 to $25,413; the average depreciated value, $11,505 to $16,281.

j. Eighty-five daytime and part-time stations (100 to 250 watts) accounted for $1,985,050 in net sales (including talent sales) after commissions and discounts, and showed net revenues after all expenses of $109,616. This represents an average net revenue for these stations of $1,289. The average total investment in plant equipment and the average depreciated value are the same as in paragraph i.

K....Knowledge

13 years of service to the Northwest

F....Finest

finest staff, programs and equipment

Y....Yours

regional rates with clear channel coverage

R....Results

proved by renewals

WRITE FOR OUR NEW ENGINEER'S MEASUREMENT SURVEY

MEYER BROADCASTING CO.

Bismarck - North Dakota

GENE FURGASON AND CO. - - National Representatives

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

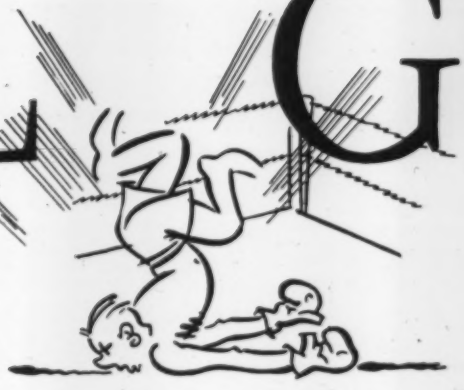
Exclusively!

A leading gasoline distributor in Connecticut has been using WDRC exclusively for years! There must be a good reason for this preference—RESULTS. Over a million people, with money to spend in this major market, means big business!

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives
INTERNATIONAL RADIO SALES

don't be a FALL GUY*



* **FALL GUY:** *the station-operator who says, "Let's start our promotion in the fall, when business is up." He forgets that appropriations are made, schedules planned, stations selected, in the heat of the summer.*

* * *

JULY, August, and September may spell vacation, fishing and cool nights in the North Woods to a lot of fellows, but to the boys on Boul Mich and Park Avenue (we mean the advertising fraternity) they spell plain hard work. It's no secret that when the thermometer's hitting a new high, and the perennial frying-an-egg-on-the-city-hall-steps story makes the front pages, the schedule makers and media selectors are putting in their best licks. That's when they eat, sleep and dream *fall* schedules. That's when they're determining markets, choosing stations.

And, it goes without saying, that's the time to get in *your* best licks, too.†

---

† How? Tell your story through BROADCASTING! Then you know your message is read, and appreciated. BROADCASTING's 7200 circulation includes nearly every national and regional radio advertiser and prospective radio advertiser, nearly every advertising agency in the U. S. and Canada. *They're radio-minded when they read* BROADCASTING!

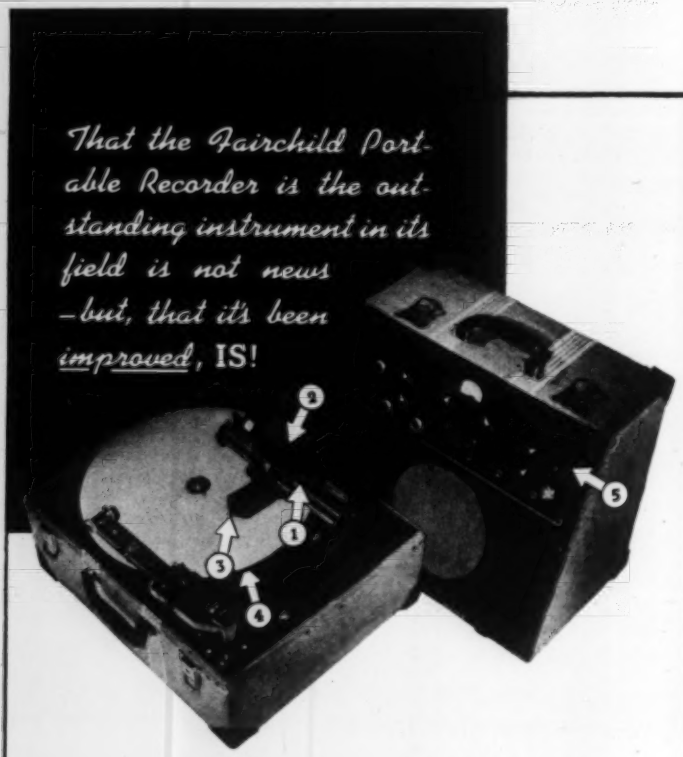
BROADCASTING

National Press Building

Broadcast Advertising

Washington D. C

That the Fairchild Portable Recorder is the outstanding instrument in its field is not news—but, that it's been improved, IS!



This is the Model F-26-2 Recorder, bringing even finer quality to the finished recording through the incorporation of many new features in both recorder and amplifier:

1. RECORDER HEAD CARRIAGE MECHANISM—assures absolute freedom of movement vertically, with no movement horizontally, by ground cone ball-bearings supporting the cutter head arm.

2. RECORDING SCALE—a new scale reading direct in minutes for all pitches and both OUT-IN and IN-OUT.

3. CRYSTAL CUTTER HEAD—a completely new design incorporating improvements in the advance ball and its method of adjustment.

4. MOTOR DRIVE—at 33⅓ r.p.m., split-second timing is achieved by *direct* synchronous speed gear and worm drive. The playback of a program *always* coincides *to the second* with the original program's length.

5. RECORDING AMPLIFIER—redesigned for ease of operation with an inclined front panel and all controls conveniently grouped at the top.

The Model F-26-2 Recorder in its light, smart and sturdy new carrying-case, has been brought to a new pitch of perfection in both appearance and performance.

For full information, send for descriptive literature.

"...it had to satisfy Fairchild first"

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION

88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

Dr. Proctor's Gamble

IN 1925 George H. Bowles, then owner of the old WGHB, Clearwater, Fla., broadcast an offer of a free crate of oranges to the first listener in each community to telegraph him a certain coded word. Several hundred boxes were awarded. Among those complying with the contest rules was Dr. A. Proctor of Lincoln, Neb. Dr. Proctor wired the station, but apparently received no oranges. The other day, after three changes of ownership, WFLA (WGHB's successor) was called upon to deliver the goods. Dr. Proctor wrote that he had complied with the requirements and sent along his credentials to prove it. WFLA obliged and sent the citrus fruit.

Zoller Resigns Pulpit, Plans New Radio Series

RESIGNATION of Rev. John E. Zoller from the pulpit of Wesley Methodist Episcopal Church, and the conclusion "for a temporary period" of his chain broadcasts [BROADCASTING, June 1] occurred early in June. In the meantime, it became known that Rev. Zoller, E. G. Mistle, Detroit coal dealer, and Douglas Hines, business manager of Rev. Zoller's church—who also resigned—had incorporated the Wesley Radio League Inc., in preparation for a more extended radio hookup later in the summer or during the fall.

Tentatively, the agency of Aircasters Inc., Detroit, is lining up stations for a series of Sunday morning broadcasts by Rev. Zoller, to start Nov. 6, the same date as the start of Fr. Charles E. Coughlin's winter series. But there were indications that Rev. Zoller might return to chain programming sooner than that. Meanwhile, he is on the air in Detroit through WJR, with four talks a week including one on Sunday, and WMBC, which is carrying his talks daily.

FRANK B. FALKNOR, CBS chief engineer in Chicago, received a fractured arm and severe cuts and A. B. Chamberlain, CBS chief engineer in New York, lacerations in an automobile collision on the Queensboro Bridge in New York June 4. Mr. Chamberlain's car was badly smashed. Both spent several days in the hospital but are now recovering.

MEMO:

George:

Twenty percent of the nation's oil is produced in the area covered by these stations. We'll need them in our new sales campaign.

Bob.

KWKH 10,000 WATTS CBS **KTBS** 1,000 WATTS NBC

SHREVEPORT, LA.

Represented by THE BRANHAM CO.

New St. Louis Station, KXOK, to Be Dedicated By *Star-Times* in August

KXOK, new St. Louis station being built by the *Star-Times*, will be dedicated about mid-August, according to Ray V. Hamilton, general manager. Mr. Hamilton also announced appointment of Allen Franklin, former sports commentator of WLW, as program director. The author of several well-known books of poems, Mr. Franklin will be heard regularly in his own program *The Cozy Corner*. To start work June 15, Mr. Franklin was to organize a program department, hiring announcers, artists, and others to round out the staff. Special emphasis will be placed on news, dramatics, music, sports and special events, according to Mr. Hamilton.

Mr. Franklin

A construction permit for KXOK was issued April 14 by the FCC, following months of litigation. Studios will be located in the Star-Times Bldg., while the transmitter is being built across the Mississippi River in Illinois. The staton will operate on 1250 kc. with 1,000 watts power full time.

The *Star-Times* already operates KFRU at Columbia, Mo., and shortwave experimental stations W9XOK-W9XSP, St. Louis, with the latter licensed to transmit facsimile.

TWO HEADS *are better* THAN ONE YOU NEED

● WTCN's planning and program facilities, and the profitable Twin City market which this NBC station blankets completely.

● The additional counsel of astute newspaper-trained advertising experts, an advantage only a newspaper-owned station can offer.

WTCN

(NBC)

"In the Twin Cities"

Owned and Operated by MINNEAPOLIS TRIBUNE, ST. PAUL DISPATCH-PIONEER PRESS

Free and Peters, Inc., National Representatives.

Wilshire Returns

WILSHIRE OIL Co., Los Angeles (petroleum products), out of radio for more than a year, on June 8 started a 13-week test campaign on KFI, that city, using an audience participation program, *Pull Over Neighbor*. Weekly half-hour program, directed by Art Shank, is classified as a "touring game" with winners being awarded prizes. Program emanates from the NBC Hollywood studios. Dan B. Miner Co., Los Angeles, has account.

COVERAGE—This map shows approximately our Proved Primary Listening Area, minimum of audience territory. Regular daily listeners live in some 330 counties in Kentucky, Indiana, Illinois, Ohio and Tennessee, with population exceeding 5,000,000.

TECHNICAL—50,000 watts. Newest equipment. 820 kilocycles. CBS outlet. Nationally cleared channel. Edward Petry & Company, national representatives. Owned and operated by Courier-Journal and Louisville Times.

STATION
WHAS
LOUISVILLE

Advertising Turns to Showmanship

(*Continued from page 19*)

sors and the American housewife. Both of them are extremely pleased with this institution even though business executives with busy wives and without radio sets in their offices continue to say that nobody listens to radio in the daytime.

There are the children's programs which nobody hears except the children and their parents and which are gradually finding that honest adventure and an interesting continued story or Bill Spier's *Music for Fun* can build a greater and more resultful audience than horror.

The healthiest development in radio in recent years has been the excellent start made by the networks in experimental programs. This is something which only the networks themselves can do in their sustaining periods because the commercial sponsor is loathe to venture into unknown fields since it is his first responsibility to make his program pay and he hardly feels justified in gambling with his stockholders' money. But there is a wholesome growing feeling in the network studios that novelties in engineering technique, experiments with programs originating from several studios at one time through a multiple panel, nemo pickups to achieve startling affects, can whet the jaded appetite of the radio listener. Once the trails have been blazed on sustaining shows we shall see new devices, new twists of engineering and production filtering into commercial programs, too.

Room for Improvement

There are even an increasing number of evidences that ingenuity in new forms can be applied to commercials though it is here that the greatest progress must be expected in the years that lie ahead.

For we must accept this simple fact: A day is coming when the greatest entertainment will fail to entertain if we bore them at the finish. Here is a problem for the best creative brains in advertising. Here is a challenge to the men and women who are making the advertisements in newspapers and magazines so entertaining, who have already applied so much showmanship to print, that it is a commonplace to hear people say that they look at the advertisements first, before they read the editorial contents.

May this suggest a way to accomplish what we are after? Too often radio remains a mystery because the best creative minds in advertising are unfamiliar with studio technique. Too often a program is planned or bought purely as a show and then, as an afterthought, somebody writes a commercial to stick on the end as a necessary evil.

Consider radio just as an advertisement. The artwork occupies more of the space than is usual on a printed page. But just as a copy man gets the best results when he sits down beside an art director and when they blend their talents into a finished unit in which the contribution of each is indistinguishable, so a creative person working in the studios until the devices and tools cease to be unfamiliar, can help the specialist in radio production to turn out a fully blended program. A radio department is just another art department working with the copy brains in their appeal to the ear instead of the eye.

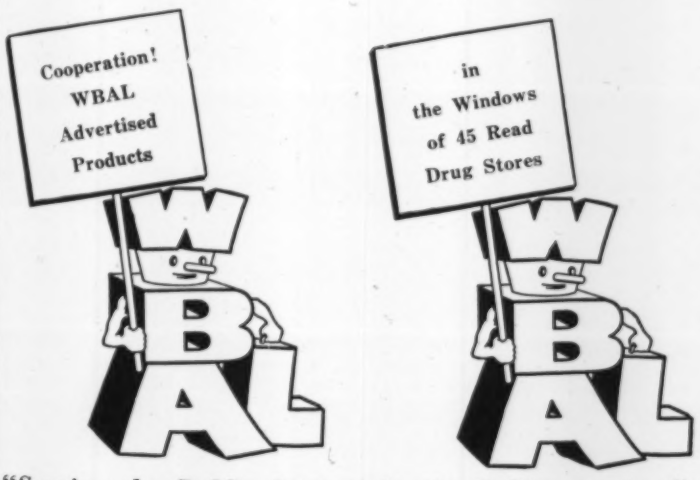
Censorship by the networks, aimed only at restricting the length of a commercial, can never solve this problem. It's not that commercials are necessarily too long; it's just that they seem too long.

Perhaps we can stand a little improvement. Perhaps we are going into a new phase. Perhaps a new day is coming for radio and for all advertising. Perhaps we are about to see the Second Act in "Showmanship in Advertising". In fact, don't look now, but the curtain's going up.

WRVA to Dedicate

DEDICATION of the new 50 kw. transmitter for WRVA is contemplated in September, according to C. T. Lucy, general manager. The Richmond station was authorized to increase its power from 5,000 to 50,000 watts by the FCC on May 13—the same date on which it dedicated a new CBS program, *Cross Roads Hall*. Announcement of the power increase was made during the broadcast. Because both events fell on Friday, the 13th, Mr. Lucy hopes to dedicate the new RCA transmitter on Sept. 13.

THE new road linking Passyunk Ave. and the new WFIL transmitter site in Philadelphia has been officially named "Tily Lane" in honor of Dr. Herbert J. Tily, chairman of the WFIL board of directors. Three-quarters of a mile long, "Tily Lane" was built by WFIL between Passyunk Ave. and its new transmitter on the banks of the Schuylkill.



"Serving the Public Interest in the Baltimore Area"

What a Value In Ears!

They say some of the boys have their ears to the ground for time bargains and it's whispered they're getting them. And that puts "The Friendly Voice From Out of the Hills of West Virginia" right in the middle of the swim.

Columbia's Daytime Listener Area Study, just off the press, (and a swell job it is!) gives WWVA 50 primary counties. Take one-fiftieth of $35.00 and you have 70 cents—the cost per county to deliver a 15-minute daytime program message. Take our maximum discount rate of $28.00 and you have a cost of 56 cents per county—mind you AN ENTIRE COUNTY!

But wait—there's more! There are 69 secondary counties of "regular" listeners only—not "occasional" ears. We'll just throw these 69 in for good measure, because we haven't got the heart to give you the ridicuously low cost per county. You can charge them up against a good, live WWVA talent show cost.

What kind of counties are they? 3,051,400 population for the 50 primary and 6,145,000 population for the 69 secondary.

Yes, indeed. WWVA is offering you a big bargain in ears these days and best of all—there are no favorites—everybody gets the same value.

National Representatives
JOHN BLAIR & CO.
NEW YORK . . . CHICAGO
DETROIT . . SAN FRANCISCO

Columbia Station

5,000 WATTS
WWVA

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Figures and Facts

AN X-RAY of the financial structure of the broadcasting industry has been produced by the FCC in its analysis of 1937 operations. While it discloses that the industry as a whole enjoyed a profit, to which it is justly entitled, it nevertheless exploded the theory that every class of station figuratively rolls in wealth and that a radio franchise carries with it a pass key to the mint.

On the theory that anything can be proved by figures, there will be those who will pounce upon them to prove every conceivable type of claim. The showing for the industry, as a whole, is a satisfactory one. For particular classes of stations, creditable profits are shown; for others the returns were meagre, and for one group actual red ink appeared.

Because the figures are based on the 1937 calendar year—admittedly the best the industry has enjoyed—they are not a true index to the current position. It should be remembered stations are paying 5% of their receipts for union musicians, a figure that subtracts from net income, and in 1937 only one month of such payments was accounted for. Additionally, membership dues in the revitalized NAB have been quadrupled during the last few months, which on the 1938 returns will constitute another minus-factor in net percentage.

Thus, instead of an industry-wide figure of some 16% net, it actually would drop below 10% even if the same high business level were retained. In dull times, for radio particularly, it is a short haul from seeming prosperity to red ink.

If treated in the proper light, these comprehensive statistics can be used beneficially by the industry. Stations and networks alike are given an opportunity to appraise themselves and to devise means of rectifying inequities on an industry-wide basis. Certainly no one should suffer by acquiring for the first time basic comparable information governing what constitutes their life work.

Broadcasting has been called by investment experts the most hazardous industry extant. That is because of the short-license tenure, the heavy investment factor (as revealed in the analyses) and the peril of the power of life and death over stations held by the regulatory authority. By utilizing the data made available in the FCC summaries, stations and networks alike should be able to devise bases for stabilized operations. The first step in that direction—and an essential one—should be the longer license term which the FCC can provide without any new legislation.

The "rainy day" axiom is real with the broadcaster. Substantial reserves are necessary, for when broadcasting business slumps, stations must continue to offer full program schedules and must do it out of capital if income is not available. Unlike other pursuits, it costs more to operate a station in dull times than when business is good.

Moreover, as everyone knows, radio moves swiftly. The obsolescence factor is probably greater than for any other major industry. Equipment installed today may be outmoded next month. And stations, to keep abreast of developments, must be prepared to make heavy expenditures. Despite a six-month license, and against the advice of many investment experts, they continue to build new studios, install new equipment and otherwise take advantage of the best that science and the arts have to offer.

Rate Fixing Out

IF BROADCASTERS (and their clients) have had one paramount concern over the radio regulatory trends in Washington, it has been the spectre of rate regulation.

Of course, in these times of bombastic political accusations, of movements toward government ownership, and of wild-eyed and fanciful tirades against radio, the broadcasters have fairly reeled under the anti-radio crusading impact. But most of these efforts fell of their own weight because broadcasting is too well-entrenched as a public service and too strongly backed by public opinion to become victimized by political demagoguery.

When Frank R. McNinch, fiery little administration trouble-shooter, took over the FCC chairmanship last fall, one of his first public pronouncements related to the possibility of rate regulation on the theory that broadcasting was a public utility with common carrier implications. We did not agree and so stated editorially.

Now, after nine months of deliberation, Mr. McNinch has publicly proclaimed before a Congressional committee that he has altered his view. He has concluded that the law not only does envisage fixing of rates for time, but also that such regulation is not a "public interest" function. The listener, he observed, pays nothing directly for broadcast service, as he does for power, light and transportation. We can only express greatest admiration for the chairman's candor in admitting his change of view.

And while on the subject of McNinch, it might be well briefly to appraise his stewardship since he was drafted by the President to lead the FCC out of a wilderness of dissension and turmoil. He has been instrumental in reshaping FCC policies under tremendous odds. He has not yet been able to root out of the FCC the infections that made his late predecessor's task so arduous but he certainly is driving in that direction.

As to his policies relating to future broadcast regulation, it may develop that the industry will not see eye to eye with him. His first task has been largely that of putting the FCC's house in order, with obstacles thrown in his path from many sides.

But this we do know. Chairman McNinch has demonstrated beyond doubt that he is a man of courage and vigor. He doesn't back away from a fight. And he doesn't ask for support unless that support rallies spontaneously. Events of the last few weeks have required fast-thinking, resourcefulness and determination. Chairman McNinch has shown himself possessed of those qualities.

Too Good to Shackle

OBVIOUS to all who attended the Advertising Federation of America convention in Detroit was the constructive approach to radio's problems that the advertising profession is displaying. Program progress, in particular, was stressed by sage advertising executives schooled in the art of appraising and influencing public opinion.

Progress must come from within the broadcast industry, as both Roy Durstine, president of BBDO, and Edgar Kobak, vice-president of Lord & Thomas, pointed out to AFA attendees.

To Mr. Durstine this self-purifying and self-improving is the "one way to circumvent the politicians who can always make headlines by threatening censorship." To Mr. Kobak it is a means of avoiding the dangers of excessive governmental control under which a small group decides what it wants the public to have regardless of what the public wants from its loudspeakers.

The moral, of course, is plain: Make programs so good that the public itself will shout down undemocratic efforts at official censorship.

The RADIO BOOK SHELF

METHODS of diagnosing voice deficiencies and corrective means as well as a comprehensive discussion of better voice response are included in *Voice of Speech* [McGraw-Hill, New York, $2], by Frederick Wesley Orr, University of Washington.

A NEW 64-page mimeographed bibliography of literature pertaining to radio has been compiled by Lawrence D. Batson, of the Electrical Equipment Division, Department of Commerce. It covers legal, technical and governmental phases of radio as well as various aspects of broadcasting.

We Pay Our Respects To —

JOHN FRANCIS ROYAL

"AMERICAN listeners get the greatest radio fare of any people in the world," according to John Francis Royal, NBC vice-president in charge of programs, who has just returned from a European junket that he insists was "pure holiday", but which seem to have entailed a great deal of listening to the programs that are broadcast abroad.

"The U. S. radio audience gets more good music, more comedy, more of anything it wants than any other nation," he says, "and the people who most appreciate the excellence of American radio are those who live in other countries, which is proved by the great number of them who come over here to study our American system of broadcasting.

"Such freedom of broadcasting as we enjoy over here does not exist anywhere else. One does not have to listen very long in Europe to realize that freedom of the air is sadly restricted. While I was in no position to know official plans, I heard much under-cover talk about bans on shortwave listening in certain countries, even extending to proposals that all regular broadcast receivers be confiscated and replaced with wired wireless sets through which people could hear only the programs piped out to them from studios under complete governmental control. Despite such abuses, however, I still believe that European radio is in fairly healthy condition and offers the most hopeful means of building international understanding and goodwill."

This interest in freedom of the air for both broadcaster and listener is a natural attribute of Mr. Royal, stemming astrologically perhaps from the fact that he shares with his country the Fourth of July as a birthday. The year was 1886, the place Cambridge, Mass., where John spent an uneventful boyhood until the early death of his father sent the high-school lad job-hunting.

Hired by the *Boston Post* as night office boy, John took naturally to the newspaper environment; at 18 he was carrying the police card that identified him as a full-fledged reporter, and he was the *Post's* city editor in 1910 when B. F. Keith hired him as a press agent for the Keith-Albee vaudeville interests. Two years later he was made manager of the Keith theater in Cincinnati, and when he left Keith after 19 years to become director of WTAM, Cleveland, John Royal was in charge of the vaudeville chain's interests from Cleveland to Denver, Winnipeg to New Orleans.

Much had occurred in radio since Royal's first contact with it in 1909, when he had covered the dramatic story of the sinking of the *Republic*, whose wireless operator, Jack Binns, had focussed the attention of the world on the infant art by flashing the "CQD" that called other vessels to the rescue and proved the value of wireless at sea. Much had occurred even since 1920, when Royal, then manager of the Hippodrome in Cleveland, had helped make radio history by putting the first vaudeville show on the air from WHK.

Now it was 1929; vaudeville was definitely on the way out; broadcasting was emerging from the novelty stage and beginning to take itself seriously as a medium of entertainment, education and advertising. If Royal had deliberately spent his early years to fit himself for radio, he could not have been better prepared. How valuable to broadcasting were his sense of news, his judgment of entertainment, and his ability to select and guide subordinate executives, is clearly shown in his advancement within two years from the management of a single station to complete charge of all programs of a national network.

His continued success in this difficult post is probably most easily explained by his unfaltering credo that the best possible public

(*Continued on page 52*)

Personal NOTES

DAVID SARNOFF, president of RCA and chairman of NBC, delivered the dedicatory address at Oglethorpe University's "Crypt of Civilization" May 30. He was given a doctor's degree by the University.

JOHN EWING, operator of KWKH and KTBS, Shreveport, and publisher of the *Shreveport Times*, returned to his desk June 6 after a 10-week illness.

ALVIN G. PACK has joined the sales department of KDYL, Salt Lake City.

GERALD KING, of Standard Radio, with Mrs. King sailed June 11 on the *Corinthia* for a cruise to Havana. He will return to New York late in June, then will motor back to Los Angeles, arriving there about July 15.

CESAR SAERCHINGER, former CBS European director, sailed June 1 on the *Normandie* for Europe, to visit Great Britain, France and Czechoslovakia on behalf of the American Historical Association.

W. CORT TREAT, general manager of WORL, Boston, was guest speaker at the annual convention of the New England Coal Dealers' Association at the New Ocean House in Swampscott, Mass.

DAVID ROSKIND has left the WSIX, Nashville, sales staff to open his own agency. L. C. Sweatt, formerly of the *Nashville Times*, has joined the WSIX sales force.

TED HERBERT of the sales staff of WOR, Newark, recently married Miss Florence Pearl of Los Angeles.

DUNCAN WOOD, formerly with Johnson & Wood, brokers, has joined the sales staff of WQXR, New York, to specialize in financial accounts.

THAD H. BROWN Jr., son of the FCC Commissioner, is a member of the June Princeton graduating class, and will enter the Harvard Business School next autumn. His senior thesis, "The American Problem in International Propaganda", dealt largely with the international shortwave situation.

E. K. CARGILL, manager of WMAZ, Macon, Ga., participated in the recent Georgia Annual Air Tour and as chairman of the Chamber of Commerce aviation committee helped entertain pilots and passengers in the 57-plane fleet. Owners of miniature, gas-motored planes held a show at Macon under Mr. Cargill's direction.

C. G. PHILLIPS, manager of KIDO, Boise, Id., has been elected president of the Boise Advertising Club.

FRED ELSETHAGEN, of KGVO, Missoula, Mont., is the father of a boy b[illegible] May 21.

W. CAL JENNINGS, manager of KGW-KF[illegible] Portland, is the father of an 8 lb. [illegible] oz. boy, Michael Allen, born May 20.

RAY RHODES, of the NBC sales staff in San Francisco, spoke recently on "Advertising and Youth Movement" at the San Francisco Advertising Club.

WILLIAM S. RYAN, NBC, San Francisco sales manager, recently addressed the Junior Department of the San Francisco Advertising Club on "Radio as an Advertising Medium".

ARDE BULOVA, president of the Bulova Watch Co., returned from Europe June 13 on the *Normandie*.

AL LOGAN, salesman of WFBM, Indianapolis, has recovered from injuries received on a motor trip.

DON E. GILMAN, NBC western division vice-president and John Swallow, regional program director, are to be in New York in mid-June for conferences with network executives on plans for opening of the new Hollywood studios and the inaugural program scheduled for Sept. 17.

DUDLEY FAUST, salesman of WBBM, Chicago, recently won first place in the advanced amateur class of the recent Marshall Field camera exhibition judging. Prize-winning photo, taken with a Leica camera, shows 2½-year-old Dudley Faust Jr. with his negro nurse.

MARCO MORROW, vice-president and assistant publisher of Capper Publications and president of WIBW, Topeka, on June 6 addressed the Peoria Advertising & Selling Club on "How Good Is Business."

BRUCE SPINK, former salesman of WGN, Chicago, has joined the Chicago staff of Radio Sales.

OLIVER MORTON, formerly in charge of national spot for central division, is directing national spot time and local sales of NBC's central division, Chicago, after concentration in Chicago sales department. W. W. Smith, former director of local sales, has been transferred to network sales division.

JAMES F. APPELL, sales manager of WABC, New York, before acquisition by CBS in 1928 and since connected with the network's New York sales staff and artist's bureau, resigned as of June 15.

RAY E. BRIGHT, commercial manager of KTRH, has been elected vice-president of the Houston Advertising Club.

ANDREW G. HALEY, FCC attorney, received a Degree of Master of Arts at George Washington University June 8.

JACK GROSS, manager of KEHE, Los Angeles, has been appointed chairman of District No. 14, sales managers division, NAB.

JACK DOYLE, formerly KHJ, Los Angeles, account executive, has joined KFEL, Denver.

JACK WENDT, formerly with a Pacific agency, Gene McCollom, formerly of *St. Louis Globe-Democrat*, and Marshall Lehr, ex-theatre operator, have joined the sales staff of WTMV, East St. Louis.

HERBERT WIXSON, KHJ, Los Angeles, account executive, married Miss Helen Hudson of Spokane, June 4.

HERBERT BROOKES, vice-chairman of the Australian Broadcasting Commission, Sydney, is here observing American broadcasting methods.

EVERITTE K. BARNES, onetime assistant manager of KHJ, Los Angeles, is now producing educational motion pictures.

DON ALDERMAN, KFOX, Long Beach, Cal. account executive, recently won the Southern California Skeet Assn. Class A championship at Santa Monica, scoring 99 out of 100 birds.

F. E. WENDLING, new to radio, has joined KHJ, Los Angeles, as account executive. He succeeds Ernest Ragge, who resigned to join the CBS Hollywood sales staff.

V. HAMILTON-WEIR, general manager of WLEU, Erie, Pa., has been appointed chairman of the program committee of the Erie Advertising Club.

SAM HENRY, sales promotion manager, World Broadcasting System, is spending his vacation, as usual, with the 101st Cavalry of the N. Y. National Guard, at Pine Camp, near Watertown, N. Y.

J. ED REYNOLDS has been named general manager of WFOR, Hattiesburg, Miss., with Eddie Vann resident manager.

ON OR ABOUT SEPTEMBER FIRST
50,000 watts
WWL
NEW ORLEANS
CBS

E. Durand Hansen

E. DURAND HANSEN, 22, announcer with KVOX, Moorhead, Minn., since it went on the air last Thanksgiving Day, was fatally injured in an automobile accident June 3. He was off duty at the time, and was driving a car belonging to Alfred Monkkonen, operator at the station. He had driven out into the country roads, south of Moorhead. Losing control when the wheels caught in a rut, he was thrown from the car and sustained a broken left leg, a broken hip, and other internal injuries. Due to the long exposure while waiting for an ambulance, he contracted pneumonia and died. He is survived by his mother. Funeral services were at Grand Forks June 7, attended by the entire staff of KVOX.

DON'T SKIMP THE SERVANTS' QUARTERS, LEM!

When it comes to building new homes and such, our average Red River Valley farmer builds much and well. So well, in fact, that his lands and buildings together are valued just 33% higher than the average of $695.62 for those in the remaining West North Central area!

And he lives 33% higher too! All figures show that this Fargo territory is one of the best bets in the entire United States. May we send you the proof?

WDAY, INC.
N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

BEHIND the MIKE

JOSEF CHERNIAVSKY is in charge of all musical activities of WLW and WSAI, Cincinnati. Cherniavsky, who resigned as musical director of Buffalo Theatres Inc., Feb. 15, to join the Crosley stations as associate musical director, is well-known for his *Musical Camera* program. William Stoess, who has been associate musical director of the two stations, will devote full time to creating new musical programs.

MEREDITH WILLSON, NBC musical director in Hollywood, sails from New York July 8 on the *Ile de France* for his first vacation in three years. He will visit London, France and Scotland, returning in August.

TOM MURRAY, announcer and newscaster of WHAM, Rochester, will marry Miss Barbara Pease this summer. Art Kelly, WHAM publicity director, will marry Miss Helen O'Neill.

HARRY McTIGUE, baseball commentator of WHAM for a cereal sponsor, has taken a staff position with the Rochester station to handle the daily *Socony Sports Reporter*.

PIERRE ANDRE, veteran announcer of WGN, Chicago, has left that station to handle several Blackett-Sample-Hummert programs on NBC in Chicago.

HUGH IVY, announcer of WSB, Atlanta, is recovering from an appendicitis operation.

LARRY NIXON, publicity director of WNEW, New York, has written a novel, "Vagabond Voyaging", due for publication soon by Little, Brown & Co.

ED LOWELL, assistant head of NBC's service division, will marry Martha Howard, of NBC's sales, in Jersey City July 10.

S. KIRBY AYERS and Robert J. Prescott, formerly of CBS, have formed an artists' management company at 1270 Sixth Ave., New York.

A. DINSDALE has joined Morner Productions, New York, as vice-president in charge of production.

TINY KNAPP has left WSIX, Nashville and returned to his former place as announcer at WAPO, Chattanooga. New members of the WSIX announcing staff are Dean Upson, formerly of WSM, and Dale I. Knox.

RICHARD NORMAN, announcer of WOV-WBIL, New York, was to sail June 15 on a month's cruise in the Carribbean to finish a book, *Radio Nuts*.

WARREN McCLOY, new to radio, has joined the continuity staff of KOMO-KJR, Seattle, with Fred Banker becoming assistant news editor. Louis Kolitsch, formerly of KINY, Juneau, Alaska, is doing continuity. David Crockett, new to radio, has joined the announcing staff.

REGINALD HARDIN has been named program director of WFOR, Hattiesburg, Miss.

JOHN D. McTIGUE, NBC press department, is the father of a girl born June 7.

IRVE TUNICK of the continuity department WINS, New York, and Miss Adele Lehnstul will be married June 18.

MISS CARROLL BARTHOLOMY has returned to WOWO-WGL, Fort Wayne, as secretary to sales manager W. Ward Dorrell.

DON SIMS, formerly of CJIC, Sault Ste. Marie, Ont., has joined CKLW, Windsor-Detroit, to replace Bruce Chick, who resigned to take over management of Hotel Lincoln, Windsor, Ont.

ROBERT C. MARVIN, program director of WICA, Ashtabula, O., is the father of a girl born June 1.

BILL COLLINS of the KYW staff, Philadelphia, is the father of a girl born May 31.

RUTH ROWAN, formerly of Union Electric Light & Power Co., has joined WTMV, E. St. Louis, as assistant to Program Director Paul Godt.

DAVID BYRN Jr., formerly of KLRA, Little Rock, Ark., has joined the announcing staff of WBAP, Fort Worth, to replace Cy Leland, who has opened an advertising agency under his name.

NELSON OLMSTED, announcer of WBAP, Fort Worth, married Miss Alma Rae Holloway June 9.

HENRY C. WOOD, former announcer of KPAC, Port Arthur, Tex., has joined Wood Radio Productions, Hollywood, as sales manager. Paul Cruger has joined the firm as editor.

JOHN BAKER, former director of *School Time* and *Dinnerbell Time* on WLS, Chicago, has joined the Department of Agriculture, Washington, to develop agricultural radio shows to be given by state colleges and county agents.

JACK WALLACE, formerly of KRBC, Abilene, Tex., has been named program director of KDNT, Denton, Tex.

HARVEY OLSEN, conductor of the *Shoppers' Special* of WDRC, Hartford, was guest of WNBH, New Bedford, Mass., on that station's 17th birthday.

MISS ERIN DAY has replaced Anne Dunne, resigned, as production assistant at KGVO, Missoula, Mont.

★ KMPC ★

"The Station of the Stars"
BEVERLY HILLS, CALIFORNIA

KMPC is the ideal test station for your spot campaign. It delivers a selected audience at a low rate in the rich Southern California market.

FORREST W. CLOUGH, formerly of KRBC, Abilene, Tex., received his master's degree in government from Southern Methodist University, Dallas, June 7, using the thesis title "Federal Communications Commission". Crippled from paralysis, Clough has received three college degrees from his wheel-chair. He is now journalism instructor at Dallas College, downtown unit of S.M.U.

GEORGIA NEFF, secretary to John Dolph, CBS Hollywood executive, and Ensign R. E. Odening, will marry in Los Angeles June 18.

CECELIA JENSEN, of KDYL, Salt Lake City, is recovering from an appendectomy.

MARTIN GOSCH, CBS New York producer, is in Hollywood to produce a series of summer sustaining programs and to record Robert Benchley for a prospective eastern sponsor.

ROBERT L. REDD, NBC Hollywood writer-producer, married Gabrielle Belanger June 6. A network singer, Mrs. Redd is known professionally as Gogo Delys.

FRANK W. HEMINGWAY, president of Press-Radio Features, Chicago, fractured his right ankle while playing baseball at the annual Ox Roast of the Chicago Federated Advertising Club, June 4.

JOHN CARLILE, CBS production manager, has written a book, *Production & Direction of Radio Programs*, to be published by Prentice-Hall, New York.

HAL HUBERT, formerly of WHK, Cleveland, has joined the announcing staff of WMBD, Peoria, Ill.

NORMAN NESBITT, KHJ, Los Angeles, news commentator, has begun a weekly series on Don Lee Broadcasting System, recapitulating world events under title, *Best News Stories of the Week*.

DALE ARMSTRONG, KFI, Los Angeles, commentator, and formerly *Los Angeles Times* radio editor, is doing a book, *How to Write for Radio*.

PAUL CRUGER, continuity editor of Wood Radio Productions, Hollywood program builders, is writing a book on radio.

FENTON EARNSHAW, vice-president of Earnshaw Radio Productions, Hollywood, married Dorcas Brown of Newport Beach, Cal., at Laguna Beach, June 7.

BOB BROWN, announcer of NBC, Chicago, narrowly escaped injury when a hoist broke as his sail boat was being dry-docked recently.

LOU KEMPER, formerly of WHB, Kansas City, and WDOD, Chattanooga, has joined KANS, Wichita.

JOHN HARRINGTON, announcer of WBBM, Chicago, and baseball sportscaster for Kellogg on WJJD, married Miss Betty Lou Martin, formerly of WBBM and KNX, Hollywood, June 4.

PAT FLANAGAN, veteran sportscaster of WBBM, Chicago, has returned to duty after a severe illness.

MISS LEE WILLIAMS, formerly office manager of Al Pearce enterprises and announcer-writer at WJIM, Lansing, has joined Fred Coll's organization in New York.

GEORGE PUTNAM, formerly with the Don Lee network, and Henry M. Neely, free-lance announcer, have joined the announcing staff of CBS, New York.

STANLEY CHURCH, chief announcer and director of special events, KOIN, Portland, has returned from Chicago where he received the McNinch Award to KOIN for outstanding promotion of National Air Mail Week. Church produced the KOIN special programs and was awarded the trip to Chicago.

YOUNGEST commercial announcer is two-year-old Jimmy Dean, son of WIS, Columbia, S. C., production manager Bev Dean. Jimmy showed professional snap on *Freshest Thing in Town* program, sponsored by Carolina Baking Co., with "O Boy Bread tastes good. I like it!"

Changes in WBAX Staff Are Made by Robertson

ANNOUNCEMENT of additions to the staff of WBAX, Wilkes-Barre, Pa., was made June 4 by Dale Robertson, former general manager of WIBX, Utica, who has taken over direction of the Wilkes-Barre station. William C. B. Franklin, formerly of the WIBX sales staff, and before that with WSYR as announcer, has joined the WBAX sales staff, along with Harry Thomas, formerly a performer, and until early this year sales manager of WRR, Dallas.

Program director is Drury Lenington, known to Pacific Coast listeners as Drury Lane. He conducted the *Golden Memories* program over KNX, Hollywood, where he stayed until 1936. Originally a singer, he became assistant manager and for the last three years of his stay was program director. Olive Furman, former school teacher, for four years with WIBX, is auditor and credit manager of WBAX.

ROGER HUNT, son of C. Roy Hunt, general manager of KOIN, Portland, Ore., on Aug. 7 will marry Carlotta Peterson, a sister of Geraldine Peterson, staff violinist. Hunt, a former University of California student, has been with the KOIN-KALE staff for the last three years.

BERNIE MILLIGAN, editor of *Mike*, Los Angeles weekly radio fan tabloid published by Gilmore Oil Co., sponsors of the weekly NBC *Gilmore Circus*, is the father of a girl born June 3.

JIMMY WALLINGTON, Hollywood commentator, is on a six-week personal appearance tour. He opened in Baltimore June 10.

THEODORE E. SMITH, former Penn State actor, has joined WFIL, Philadelphia, as announcer.

JACK ALKIRE, formerly of KFEL, Denver, has joined the press department of KDYL, Salt Lake City.

JACK LYMAN, producer at NBC, San Francisco is on a month's leave of absence, doing a special job for the Golden Gate International Exposition. Jack Edwards is substituting for him.

JAMES PARKER, formerly of Hollywood, recently joined the NBC production staff in San Francisco.

MURRAY MOLLER has been transferred from the Los Angeles radio news division of United Press to the UP bureau at KSL, Salt Lake City.

JOE THOMPSON, NBC Hollywood producer, has been assigned to the weekly *Signal Oil Carnival*, sponsored by Signal Oil Co. on Pacific Red. He succeeds Bob Redd, who withdrew to devote his time to *Hall of Fun*, which he is preparing for sponsor consideration. Walker Bunker Jr., NBC Hollywood production manager, is supervising the petroleum program with Carl Hertsinger writing.

DON CURLIN, formerly CBS Hollywood announcer, has joined KHJ, Los Angeles. He succeeds Floyd Mack, resigned.

MICHAEL BLAIR, KFWB, Hollywood, fight announcer, has been assigned a similar role in the M-G-M film "Give & Take".

TED PEARSON, Hollywood announcer on NBC's *Good News of 1938*, sponsored by General Foods Corp., will co-star with Norman Phillips in an M-G-M film short "A Criminal Is Born".

HAL FIMBERG, Hollywood writer, has been assigned to the writing staff of the new CBS *Jack Haley* series starting Sept. 30 under sponsorship of Continental Baking Co.

CHARLES VANDA, CBS Pacific Coast program director, Hollywood, was guest at a birthday and farewell party June 6 before he left for New York where he will remain six weeks conferring with network executives on fall activities.

LOU LaHAYE, chief announcer of WICC, Bridgeport, Conn., will marry Miss Ann Matus June 18.

CONNIE STEVENSON has resigned as publicity director of KMTR, Hollywood.

JULES BUCK, publicity director of KFWB, Hollywood, is in New York on a business and pleasure trip.

TRUE BOARDMAN, Hollywood writer-producer-actor, has returned from a five-month world tour.

BILL KELSO, formerly KMTR, Hollywood announcer, has joined KFAC, Los Angeles.

TORLEIF TORLAND, University of Washington student, recently joined KVI, Seattle.

JOHNNY DAVIS, announcer of WWSW, Pittsburgh, will marry Elaine Poulton June 25.

AUSTIN PETERSEN, after several months' absence, has returned to the Hollywood staff of Young & Rubicam as writer-producer.

JOHN ZUCKERMAN and Claude Kirchner have joined the announcing staff of WGN, Chicago. John Fleming, WGN announcer, was graduated this month from the University of Chicago.

GENE SHUMATE, Iowa Network sports announcer, on May 28 married May-Floyd Sinex, radio actress, Des Moines.

Sylvester Gross

SYLVESTER GROSS, 22, recently appointed program director of KGKO, Fort Worth, died in that city May 27. He was a brother of Jack Gross, manager of KEHE, Los Angeles. He is survived by his widow.

free! Yes, it's Ready!

YOU can have for the asking a new 32-page book showing the *most startling survey* in Chicago Radio History, field intensity surveys and data that prove these stations *America's greatest publicity investment!*

WGES-WCBD-WSBC

Chicago

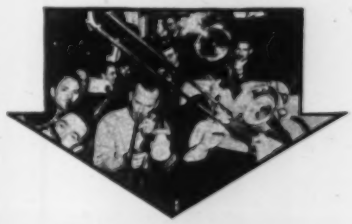
KSFOCUS

You win a prize: One of the KSFOlks, Joe Walters, wins the Sidney Garfinkle Agency trophies for himself and KSFO as San Francisco's **best** announcer. KSFO announcing wins prizes for you, too... in sales.

Bridge to business: Nearly 10 million a year use the San Francisco-Oakland bridge, centralizing trade in the Bay area. KSFO is your bridge to them... and their dealers.

Shredded whole fan-mail: Elma Latta Hackett, "Friendly Homemaker" of the KSFOlks, turns over her mail to the Salvation Army which shreds and sells it.

Swing high: Joe Sanders and his Nighthawks go **away** from town in a United Air Lines plane to salute the Golden Gate International Exposition. Their music went to many a town via KSFO. Arrow below points with pride.



KSFO

SAN FRANCISCO

KSFO-Russ Building, San Francisco

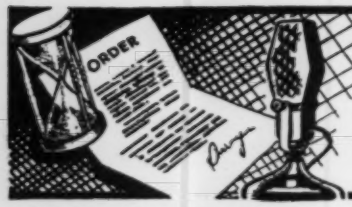
560 KC... 5000W day... 1000W night

PHILIP G. LASKY, General Manager

National Representative:

FREE & PETERS, Incorporated

COLUMBIA BROADCASTING SYSTEM



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WBT, Charlotte, N. C.

Dodge Bros. Corp., Detroit (autos), 5 *sa*, thru Ruthrauff & Ryan, N. Y.
Southern Bell Tel. & Tel. Co., Charlotte, 4 *sa*, direct.
Joe Lowe Corp., New York (Popsicle), 3 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Gulf Oil Corp., Pittsburgh (Gulfspray), 2 *t* weekly, thru Young & Rubicam, N. Y.
Black Flag Co., Baltimore (insecticide), 3 *sp* weekly, direct.
DeWoody Mfg. Co., Pine Bluff, Ark. (Mexican Heat Powder), 5 *ta* weekly, thru Simon & Gwynn, Memphis.
Southern Cotton Oil Co., New Orleans (Scoco), 4 *sa* daily, direct.
Swift & Co., Chicago, 2 *sa* weekly, thru J. Walter Thompson Co., Chicago.
Procter & Gamble Co., Cincinnati (Oxydol), 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Railway Express Agency, New York, 3 *sa* weekly, thru Caples Co., N. Y.
American Home Products Corp., New York (Flyded), 3 *t* weekly, thru Blackett-Sample-Hummert, N. Y.
Refrig. & Air Cond. Training Corp., Youngstown, 2 *t*, thru National Classified Adv. Agency, Youngstown.

WHN, New York

Adam Hat Stores, New York (chain hat stores), weekly *sp*, thru Glicksman Adv. Agency, N. Y.
Chevrolet Motor Co., Detroit (automobiles), weekly *t*, thru Campbell-Ewald Co., Detroit.
Hudson River Dayline, New York, 15 *sa* weekly, 8 weeks, thru Platt-Forbes, N. Y.
Hoffman Beverage Co., Newark, N. J., *sa*, 16 weeks, thru BBDO, N. Y.
Madison Personal Loan Co., New York, 24 *sp*, thru Klinger Adv. Agency, N. Y.

KTHS, Hot Springs, Ark.

Eye Gene Co., Chicago, *sa* series, thru Ruthrauff & Ryan, N. Y.
Gospel Bcstg. Assn., Los Angeles, *t*, thru Roy H. Alber Co., Los Angeles.
Gardner Nurseries, Osage, Ia., *t* series, thru Northwest Radio Adv. Co., Seattle.
Faultless Starch Co., Kansas City, *t* series, thru Ferry-Hanly Co., Kansas City.
Premier Pabst Sales Co., Chicago, *sa* series, thru Morris-Schenker-Roth, Chicago.

WLAW, Lawrence, Mass.

Vendol Co., Baltimore (proprietary), 6 *sa* weekly, thru L. A. Sandlass Co., Baltimore.
Kellogg Co., Battle Creek (Rice Krispies), 14 *sa*, thru N. W. Ayer.

WEEI, Boston

Atlantic Coal Co. of Mass., Boston, *sa* series, thru Dowd-Ostreicher, Boston.
American Tobacco Co., New York (Cremo), 2 weekly *t*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

KGLO, Mason City, Ia.

Schlitz Brewing Co., St. Paul (City Club beer), 7 weekly *sp*, direct.

WNBX, Springfield, Vt.

American Tobacco Co., New York (Lucky Strike), 21 *ta*, thru Lord & Thomas, N. Y.
Kellogg Co., Battle Creek, Mich. (Rice Krispies), 70 *ta*, thru N. W. Ayer & Son, Philadelphia.
John F. Trommer, Brooklyn (Trommer's Ale), daily *sa*, thru Cecil, Warwick & Legler, N. Y.
Beverwyck Breweries, Albany, daily *sp*, thru Peck Adv. Agency, N. Y.
P. Ballantine & Sons, Newark (beer), 2 daily *sp*, thru J. Walter Thompson Co., N. Y.
Sinclair Refining Co., New York, daily *sp*, thru Federal Adv. Agency, N. Y.

WNEW, New York

Gruen Watch Co., New York, 3 *sp* weekly, 13 weeks, thru McCann-Erickson, N. Y.
Hoffman Beverage Co., Newark, 25 *sa* weekly, 16 weeks, thru BBDO, N. Y.
Watchung Lake Inc., New Jersey, 24 *sp*, thru Radio Adv. Corp. of America, Jersey City.
Dr. H. Sellers, Paterson, N. J. (optometrist), 13 *sa* weekly, 4 weeks, thru Bacon & Graham Adv. Agency, Paterson, N. J.
Walter Simon, Brooklyn (Nomis sunburn cream), 2 *sa* weekly, direct.
Hudson River Day Line, 15 *sa* weekly, 8 weeks, thru Platt-Forbes, N. Y.

WDNC, Durham, N. C.

Miller Brewing Co., Milwaukee (beer), 6 weekly *sa*, thru Roche-Williams & Cunnyngham, Chicago.
Atlantic Ice & Coal Co., Atlanta (beer), 12 weekly *sa*, direct.
Ex-Lax Inc., Brooklyn (Ex-Lax), 5 weekly *sa*, thru Joseph Katz Co., Baltimore.

WHO, Des Moines

National Biscuit Co., New York (Shredded Wheat), 325 *t*, thru Federal Adv. Agency, N. Y.

WJZ, New York

Benrus Watch Co., New York, 5 daily *sa*, 52 weeks, thru Brown & Tarcher, N. Y.

KDYL, Salt Lake City

Soiloff Mfg. Co., Glendale, Cal. (paint cleaner), 13 *ta*, thru Hillman-Shane Agency, Los Angeles.
Mountain Fuel Supply Co., Ogden and Salt Lake City (natural gas), 56 *sa*, thru Gillham Adv. Agency, Salt Lake City.
Lever Bros. Co., Cambridge, Mass. (Spry), 6 *sa*, thru Ruthrauff & Ryan, N. Y.
American Tobacco Co., New York (Lucky Strike), 273 *ta*, thru Lord & Thomas, N. Y.

KEHE, Los Angeles

Davis Perfection Bakeries, Los Angeles (chain bakery), 3 *sa* weekly, thru Bert Butterworth Agency, Los Angeles.
Union Pacific System, Omaha (rail transportation), 6 *sa* weekly, thru Caples Co., Chicago.

WMAQ, Chicago

Chevrolet Motor Division, Detroit, weekly *t*, thru Campbell-Ewald Co., Detroit.
Refrigeration & Air Conditioning Institute, Chicago, weekly *sp*, thru James R. Lunke & Associates, Chicago.

KFI, Los Angeles

Battle Creek Foods Co., Battle Creek (Zo & Pep), 2 *sp* weekly, thru Erwin, Wasey & Co., Chicago.
Interstate Transit Lines, Salt Lake City (bus transportation), 27 *sa*, thru Beaumont & Hohman, Omaha.

WKRC, Cincinnati

Illinois Meat Co., Chicago (Broadcast Corn Beef Hash), 3 *sp* weekly, thru George H. Hartman Co., Chicago.
Manhattan Soap Co., New York (Sweetheart), 7 *ta* weekly, thru Peck Adv. Agency, N. Y.

KHJ, Los Angeles

United Airlines Transport Corp., Chicago (air transportation), 5 *ta* weekly, thru J. Walter Thompson Co., Chicago.

WMCA, New York

Sachs Quality Furniture, New York, 5 *sp* weekly, direct.

ALL WOWO and WGL departments are represented in this tennis scene, as station members stop to quaff a sponsor's beverage. Left to right are John Berghoff, president of sponsor company; Russell Sparks, WOWO, WGL sales promotion manager; Mrs. Berghoff; Bill Davies, announcer.

WGY, Schenectady

Albany Diesel Institute, Albany, weekly *sa*, thru DeRouville Adv. Agency, Albany.
John E. Cain Inc., Cambridge, Mass. (mayonnaise), 6 weekly *sp*, thru Chambers & Wiswell, Boston.
Cranberry Canners, S. Hanson, Mass. (Ocean Spray), 3 weekly *sp*, thru Harry M. Frost Co., Boston.
Curtice Bros. Co., Rochester (Blue Label food), weekly *sp*, thru N. W. Ayer & Son, Philadelphia.
R. B. Davis Co., Hoboken (baking powder, Cut-Rite wax paper), weekly *sp*, thru Charles W. Hoyt Co., N. Y.
International Harvester Co., Chicago, 6 weekly *sa*, thru Aubrey, Moore & Wallace, Chicago.
Ivanhoe Foods, Auburn, N. Y., weekly *sp*, thru Moser & Cotins, Utica.
Kellogg Co., Battle Creek (Rice, Wheat Krispies), 10 weekly *sa*, thru N. W. Ayer & Son, N. Y.
Joe Lowe Corp., New York (Popsicle), 3 weekly *t*, thru Blackett-Sample-Hummert, N. Y.
McKesson & Robbins, Bridgeport (Pursang), 5 weekly *sa*, thru H. W. Kastor & Sons, Chicago.
Manhattan Soap Co., New York (Sweetheart soap), *sa* series, thru Peck Adv. Agency, N. Y.

WFOR, Hattiesburg, Miss.

Gulf Coast Oil Co., New Orleans, 6 *sa* weekly, thru local dealer.
Gulf Refining Co., Pittsburgh (Gulfspray), 2 *t* weekly, thru local dealer.
Standard Oil Co. of La., New Orleans, 6 weekly baseball scores, thru local dealer.
New Wallace Labs, Laurel, Miss. (Hexaline), 6 *sa* weekly, direct.
Coca Cola Co., Atlanta, 5 weekly *t*, thru local dealer.

CKNX, Wingham, Ont.

International Harvester Co. of Canada (twine), 13 *sa*, thru Aubrey, Moore & Wallace, Chicago.
Quaker Oats Co., Peterboro, Ont. (Ful-O-Pep feed), 7 *t*, thru Lord & Thomas, Toronto.

KNX, Hollywood

Scudder Foods Products, Monterey Park, Cal. (potato chips), 6 weekly *sp*, thru Emil Brisacher & Staff, Los Angeles.
Railway Express Agency, New York (rail & air service), 3 *sa* weekly, thru Caples Co., N. Y.

WOV, New York

General Mills, Minneapolis (Wheaties), 5 *sp* weekly, 13 weeks, thru Blackett-Sample-Hummert, Chicago.
Parodi Cigar Co., New York, 3 weekly *sp*, direct.

KYA, San Francisco

New Century Beverage Co., San Francisco, 6 *sa* weekly, direct.
Royal Typewriter Co., New York (typewriters), 5 *sa*, direct.

WHIP, Hammond, Ind.

Cascade Laundries, Chicago, 78 *t*, thru Malcolm Howard Adv. Agency, Chicago.

WGN, Chicago

Railway Express Agency, Chicago, 3 *sa* weekly, thru Caples Co., N. Y.

FTC Stipulations

STIPULATIONS to cease certain advertising claims for their products have been signed with the Federal Trade Commission by Lever Bros. Co., Cambridge (Lifebuoy, Lux); Consolidated Drug Trade Products, Chicago (Malena pills, ointment); Crosley Radio Corp., Cincinnati (Xervac hair stimulant); Luden's Inc., Reading (cough drops). Horlick Malted Milk Corp., Racine, Wis. Jergens-Woodbury Sales Corp., Cincinnati, has been charged by the FTC with unfair competition in claims for chemical and bacteriological effects of its products.

Radio Advertisers

RAMIREZ & FERAUD Chili Co., Ventura, Cal., packers of Las Palmas canned food products, has appointed Hillman-Shane Adv. Agency, Los Angeles, to direct its advertising and recently started an eight-week test campaign on KNX, Hollywood. Daily participations in the combined *Sunrise Salute* and *Housewives Protective League* programs are used. Radio activities will be extended as new markets are opened.

MENTOS PRODUCTS Co., Philadelphia (skin, scalp treatment) is considering use of radio. Agency is Gallagher & Muir, Philadelphia, E. A. McKeon, account executive.

SCUDDER Food Products, Monterey Park (potato chips), frequent user of radio, after a series of tests on KNX, Hollywood, on Aug. 1 will start for 39 weeks participation in the combined *Housewives Protective League* and *Sunrise Salute* programs on that station. This will be in addition to its other California radio activities planned for fall. Emil Brisacher & Staff, Los Angeles, has the account.

GOLDEN STATE Insurance Co., Los Angeles, occasional user of radio, and catering exclusively to colored people, to celebrate its 13th anniversary, on July 10 only will sponsor a special program on 12 California Don Lee network stations. Titled *Golden State Anniversary*, the half-hour program will feature the Hall Johnson Singers. Account was placed direct.

LUTHERAN LAYMEN'S League, St. Louis, will use 49 Mutual stations June 19 for a special broadcast from the triennial meeting of Lutheran pastors and laymen in St. Louis. Agency is Kelly, Stuhlman & Zahrndt, St. Louis.

CALIFORNIA HAWAIIAN Sugar Refining Co., San Francisco, has started a six weekly quarter-hour transcribed series of interviews with shoppers called *Listen to Yourself* on WIND, Chicago. George H. Hartman Co., Chicago, is agency.

WARD BAKING Co., New York, June 20 will start *Jane Arden*, girl reporter script show, five days weekly on WJZ, New York. Agency is Sherman K. Ellis & Co., New York, Larry Holcomb, radio director.

J. A. SMITH Inc., western Florida distributors of Utica Club beer and ale recently signed for a thrice-weekly sports review, *Sports Flashes*, on WFLA, Tampa, highlighting results and schedules of sporting events. Don Bell writes and announces.

LORD & THOMAS, Chicago, has resigned the advertising account of the Quaker Oats Co., Chicago.

ASSOCIATED Broadcasting Co., Toronto, is cutting dramatic spot discs to place on Canadian stations starting July 1, for T. Eaton Co., largest chain department store in the British Empire. All stations have not yet been selected.

NEUTRAL THOUSANDS, Los Angeles (political), has appointed BBDO, Hollywood, to direct its radio, and on June 17 will start for 13 weeks a half-hour dramatization of national labor problems on KHJ. Each week program will salute a different southern California community, and Don Lee station in that city will also release the program.

SOCONY-VACUUM Oil Co., New York, on June 6 started daily sports broadcasts featuring Harry McTigue, on WHAM, Rochester. J. Stirling Getchell, New York, is the agency.

THE GAME is to tell which one is Arthur Godfrey, CBS network artist and *Sun Dial* pilot of WJSV, Washington, recently initiated into the Cremo tribe of the Ancient Order of Cigar Store Indians. Godfrey is running a test series for American Tobacco Co., fed from WJSV to WABC, with transcriptions going to two other stations.

NORTHERN Broadcasting Co. Ltd., announces that J. C. Eno (Canada), (Eno's Fruit Salts) will go on the air with daily morning newscasts starting June 20 on CFCH, North Bay; CJKL Kirkland Lake; CKGB Timmins. Tandy Adv. Agency Ltd., Toronto, handles the account.

Agency Appointments

HORLICK'S Malted Milk Corp., Racine, Wis., to Roche, Williams & Cunnyngham, Chicago.

COLONIAL EARPHONE Co., New York, to J. Dresner Agency, N. Y.

BLATCHFORD CALF MEAL Co., Waukegan, Ill. (stock feed), to Beaumont & Hohman, Chicago.

FLORIDA CITRUS COMMISSION, Lakeland (fruit), to Arthur Kudner Inc., Lakeland.

HAMLIN'S WIZARD OIL Co., Chicago (Wizaroyal), to John Barnes Adv. Agency, Milwaukee.

MILLER BREWING Co. Milwaukee (beer), to Ricker, Mulberger & Hicks, Milwaukee.

MUNSINGWEAR Inc., Minneapolis (underwear, hosiery, foundations), to Kenyon & Eckhardt Inc., N. Y. Edith F. Martin, A-E.

JOHNSTON & MURPHY, Newark (men's shoes), to O'Dea, Sheldon & Canaday, New York. Radio may be used in the fall.

GROCERY PRODUCTS Mfg. Corp., New York (Kitchen Bouquet, Jacobs mushrooms), to Ruthrauff & Ryan, New York.

AMERICAN Cranberry Exchange, New York, to BBDO, New York.

THE 247-pound tarpon caught recently off Tampico, Mexico, by Harry Sedgwick, CFRB, Toronto, president of the Canadian Association of Broadcasters, has been recognized as a new world's record for the species, according to the *New York Times*. It measured 7 feet, 5½ inches in length and displaces the 242½-pounder caught in Mexico in 1934.

Illinois Meat Series

ILLINOIS MEAT Co., Chicago (Broadcast Corn Beef Hash) is using a quarter-hour five times weekly transcribed series on WKRC, Cincinnati, titled *The Better Half*, featuring shopping interviews with housewives. Stations using quarter-hour five weekly studio programs are WBBM, Chicago, and WNEW, New York. George H. Hartman Co., Chicago, has the account.

Vic & Sade Discs

PROCTER & GAMBLE Co., Cincinnati (Crisco), on May 30 started transcriptions of *Vic & Sade* on NBC affiliate stations WTIC WGY WDAY KFYR KVOO WFAA, and on June 13 added six Canadian stations, list of which is not available. Agency is Compton Adv., New York.

Results COUNT MOST

WTAG

Worcester Massachusetts

Basic NBC Red

The Leading Station in Central Massachusetts

WEED & COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · CHICAGO DETROIT · SAN FRANCISCO

GOING PLACES!

You probably wear, smoke or sleep under products of this industrially famous market. This territory is famed for its consistent activity. Yours to tap through the sales power of—

For Sales at a Profit

WAIR

Winston-Salem, North Carolina

Sears and Ayer

National Representatives

CANDLES STILL GLEAM IN THEM HILLS!

People who don't have electricity aren't very good prospects for electric refrigerators, ranges, radios and such. But the million listeners reached by WAVE own 67% more wired homes than found in all the remaining 93 Kentucky counties combined. . . . Incidentally, they also own 59% more passenger cars! . . . In other words, these million in-and-near-Louisville prospects *make* the Louisville market the business-building spot it is today! And the cost of reaching them through WAVE is just *half* that of any other Louisville medium!

An N. B. C. Outlet

NATIONAL REPRESENTATIVES: FREE & PETERS, INC.

STATION WAVE

INCORPORATED

LOUISVILLE, KY.

1000 WATTS . . . 940 K. C.

65%
OF OUR SPONSORED TIME ADVERTISES FOODS AND RELATED PRODUCTS

Follow the lead of shrewd food advertising buyers. Add your product to the ever-growing list..on KMBC

KMBC
OF KANSAS CITY
FREE & PETERS, Nat'l Rep's.

Reps

JOHN H. PERRY Associates, New York, has opened a Philadelphia branch at 1524 Chestnut St. under management of M. S. Lewin, who also will service agencies in Baltimore, Washington and Pittsburgh. Other branches are in Chicago, Detroit and Atlanta, with West Coast serviced by R. J. Bidwell & Co. The firm represents WCOA, Pensacola, Fla.; *Jacksonville* (Fla.) *Journal*; *Pensacola* (Fla.) *News-Journal*; *Panama City* (Fla.) *News-Herald*; *Reading* (Pa.) *Times*.

PAN AMERICAN Broadcasting Co., representing stations in Latin America, the Philippines, Newfoundland, Hawaii and Alaska, has moved its New York offices to 17 E. 42d St. Fred R. Jones, authority on Latin American export trade, has joined the Chicago office at 228 N. LaSalle St., in charge of the midwest territory. Alonzo B. Hawley has been named Ohio representative, with offices at 1635 E. 25th St., Cleveland.

JOHN G. DALE, 551 Fifth Ave., New York, has been appointed national advertising representative of KOB, Albuquerque, N. M., covering all territory east of the Mississippi.

WCAO, Baltimore, has appointed Paul H. Raymer Co. national representative.

WALTER MONROE Jr., San Francisco manager of Walter Biddick Co., married Marcia Myrick Putnam May 28.

CARL DOTY has been added to the sales staff of Edward Petry & Co., New York, effective June 7. He formerly was with WOAI, San Antonio, and NBC in New York and Chicago.

A. N. ARMSTRONG, of E. Katz Agency, Chicago, is the father of a boy born May 20, his second son.

In Washington

Environment

Consistent with the atmosphere of a distinctive location, the luxurious comfort, dignified service, and superior cuisine of the Hay-Adams House blend into an environment that parallels the tastes of discriminating travellers. Hay-Adams rates make any other choice a poor economy.

Completely Air-Conditioned

RATES FROM $3 SINGLE $4.50 DOUBLE

HAY-ADAMS HOUSE
SIXTEENTH AT H STREET
Opposite the White House
Overlooking Lafayette Park
WASHINGTON, D.C.

Arnold to Agency

FRANK A. ARNOLD has been named vice-president in charge of radio of Edwin Bird Wilson Inc., New York. For six years he was NBC's director of commercial development following his resignation as secretary and director of Frank Seaman Adv. Agency, and before that president and general manager of *The Suburban Press*, as well as national chairman of the export committee of AAAA and a trade adviser of National Foreign Trade Council. He is author of the book, *Broadcast Advertising, the Fourth Dimension*, whose television edition was published recently.

Mr. Arnold

RAMBEAU TO FORM BIG-MARKET GROUP

PLANS for formation of a new major market station group to be represented nationally in the spot field were outlined to a group of prominent broadcasters June 7 in Washington by William G. Rambeau, station representative. At a dinner held at the Mayflower Hotel, Mr. Rambeau and his associates outlined the project. No announcement was made beyond the fact that Mr. Rambeau said a description, together with a formal statement regarding its purposes, will be made in the near future. It will be in the nature of a major market spot service, differing in many respects, it was understood, from present representation plans.

Among those attending the dinner were John Shepard 3d, for WNAC, Boston; Walter J. Damm, WTMJ, Milwaukee; Donald Withycomb, WFIL, Philadelphia; Arthur B. Church, KMBC, Kansas City; H. J. Brennen and Robert M. Thompson, WJAS-KQV, Pittsburgh; John J. Gillin, WOW, Omaha; Harold V. Hough, KGKO, Fort Worth; Harold W. Batchelder and Purnell H. Gould, WFBR, Baltimore; Dick Richards, Leo Fitzpatrick and John F. Patt, WJR, Detroit, and WGAR, Cleveland; Robert T. Convey, KWK, St. Louis; Herman Bess, WNEW, New York; Gene O'Fallon, KFEL, Denver. Other Rambeau men present included William H. Cartwright, Chicago; Myron Elges, New York, and Clark Brannion, Detroit.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

TRANSCRIPTIONS

STANDARD RADIO, Hollywood, announces among the new subscribers to its library service: KZRM WATR WGAU KRBA WWL KDNT KRSC WCOL KXL KSO KFAM WGIL KYSM KPDN WIRE KYA WTRC WIND KWTN WAVE.

ADDITIONS to the WBS station subscriber list are KIRO, Seattle; WFOR, Hattiesburg, Miss., and KICA, Clovis, N. Mex.

FIVE stations have subscribed to NBC Thesaurus library service: KOH, Reno; WQDM, St. Albans, Vt.; KVRS, Rock Springs, Wyo.; KWLK, Longview, Wash.; KPAB, Laredo, Tex.

R. U. McINTOSH & Associates, Los Angeles program producers, has moved from Los Angeles to its own building at 10558 Camarillo Ave., North Hollywood.

PROGRAMS DIVISION of Walter Biddick Co., Los Angeles, has appointed Press-Radio Features, Chicago, its midwest sales representative. Firm has sold its *Daredevils of Hollywood* transcribed serial to WMAZ, Macon, Ga., for local sponsorship by Gulf Oil Corp.

WOOD RADIO Productions, Hollywood, has started producing a quarter-hour dramatic serial, *Walks of Life*, written by Paul Cruger with cutting at Otto K. Olesen Recording Studios. Firm has sold its *Ice Cream Song Spots* series to Challenge Creamery, Phoenix, Ariz., for release on KUMA, Yuma.

IRVING FOGEL Radio Productions, Hollywood, is cutting a series of audition transcriptions of Jack London's *Sea Wolf*, at C. P. MacGregor's studios, that city, for International Radio Sales. Half-hour series, featuring Noah Beery as Wolf Larsen, is being prepared for transcribed or live talent sponsorship.

C. P. MacGREGOR, Hollywood transcription concern, has started cutting a new quarter-hour serial *Mutiny on the Bounty*, based on the book and written by John Slott.

OTTO K. OLESEN Recording Studios, Hollywood transcription concern, has moved to 5939 Sunset Blvd. Dixon McCoy is manager.

JERRY LYNTON, formerly operating as Unit Radio Productions, Hollywood, has joined Richard W. West Productions as writer-producer.

DURING recent three-day industrial exhibition staged in Flin Flon, Manitoba, by Rotary Club, CFAR moved its entire studio equipment to the Flin Flon skating rink where exhibition was held, built temporary studio and broadcast entire schedule for three days from the exhibition. Staff worked all night moving equipment, but gained many compliments and much publicity. Jack Penson, business manager of CFAR, interviewed visitors and described displays and exhibits during three days.

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Agencies

RICKERD, Mulberger & Hicks is new name of the former C. E. Rickerd agency, with office still in Maccabees Bldg., Detroit, and branch in Milwaukee in charge of vice-president H. C. Mulberger, formerly of Roche, Williams & Cunnyngham. Vice-president Livingston P. Hicks was formerly art director and creative layout man of Grace & Bement.

INNIS HARRIS of the radio department, Erwin, Wasey & Co., New York, has been transferred to the Philadelphia office to work on the Gunther Brewing Co. account.

LAWRENCE C. GUMBINNER Adv. Agency, New York, has taken over a third floor in its building at 9 E. 41st St., to quarter the radio, art and production departments.

GREAT EASTERN Adv. Co., New York, has moved to larger quarters at 1819 Broadway. William J. Kelly and Horace F. Rugg have joined the agency as account executives, and Melvin H. Umane has been appointed assistant production manager.

ERNEST KOSTING, formerly in the advertising departments of several New York department stores, has resigned from the CBS sales promotion staff to become a copywriter for Biow Co., New York.

NORMAN FRANKEL, formerly radio director of Freitag Adv. Agency, Atlanta and Chicago, and more recently radio director of Houck & Co., Richmond, has joined Gussow, Kahn & Co., New York, in that capacity.

ROY F. SHULTZ, with Compton Adv. Inc., New York, for ten years, has resigned as space buyer. Walter Barber of the media department will succeed him. Jack Bissell of the new business department has also resigned.

GEORGE WHITSETT, formerly of the New York and London offices of N. W. Ayer & Son, recently joined the San Francisco office as head of the Pacific Coast creative department.

WAYNE R. STEFFNER, media analyst of McCann-Erickson, San Francisco office, recently married Miss Dorothy N. Melherin, of Oakland.

W. C. KARBACH, account executive, has resigned from Erwin, Wasey & Co., Los Angeles.

TARR & MILES, new Los Angeles agency, has been established at 1151 S. Broadway by Cedric Tarr and Kenneth Miles. Firm purchased the interests of Shaw & Miles, and has taken over accounts formerly serviced by that agency.

NEAL D. IVEY, vice-president and secretary of McKee, Albright & Ivey Inc., Philadelphia and New York, has withdrawn from the agency, effective June 13.

PAUL KEENAN, executive of Blackett-Sample-Hummert, Chicago, visited Hollywood early in June.

PHILIP F. MYGOTT, formerly with J. Walter Thompson Co., New York, has joined the radio writing department of McCann-Erickson, New York.

FRANK AND ANNE HUMMERT, vice-presidents of Blackett-Sample-Hummert, Chicago, sailed on the *Queen Mary* June 8 to complete arrangements for opening a London branch.

CLINTON D. CARR, formerly of Calkins & Holden, New York, and McKee, Albright & Ivey, Philadelphia, has joined VanSant, Dugdale Co., Baltimore, as traffic and production manager.

JAMES F. O'BEIRNE has joined Kelly, Stuhlman & Zahrndt agency, St. Louis.

GOOD NEWS--if you are tired of hearing "sob-stories" read this:

MAY, 1938 WAS THE BEST MONTH IN THE ENTIRE HISTORY OF WFBR

We don't claim to be miracle workers. But we do believe we're doing an honest, sincere job of winning local favor through local flavor here in Baltimore. That policy has paid our advertisers extra dividends and they're coming back for more.

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In Western Canada—
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These three stations afford
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You cover a wealthy
Mining and Fruit Farm-
ing Area with—
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WEED & CO.
NEW YORK - DETROIT
CHICAGO - SAN FRANCISCO

John Francis Royal

(*Continued from page 45*)

service at all times and at all costs should be the constant goal of every program director.

"The next big problem of the program director will be television", he says, "but I have no doubt that Americans will lead the way here as they have in sound broadcasting. At present it is unfair to compare our purely experimental television broadcasts with the regular public program service offered in England, but I do not believe we will be found inferior when television really gets under way over here.

"The program director must be aware of program trends but he must be wary of trying to create them. Anything may start a trend, but it only becomes one when the public accepts it as such. Music and humor are fundamentals of all good programming, with such novelties as are popular at the moment. One must remember that show business is just another business and that success in giving the public what it wants is the same thing whether it is called showmanship or salesmanship or applied psychology."

An indication of Royal's success in pleasing the public was his selection for the 1937 award of *Advertising & Selling* for "outstanding service in adding to the knowledge or technique of radio advertising," pointing out that "while Royal's leading contributions have been largely concentrated on sustaining features, their ultimate effect on commercial broadcasting has been profound," and paying particular tribute to his victory in overcoming prejudices against picking up broadcasts from remote points. A great traveler, Royal visits Europe and South America nearly every year, usually returning with a brief-case brimming with papers signifying that American listeners will be able to listen in on the finest entertainment the world can offer and that many outstanding American programs will likewise be available to foreign listeners.

An ardent sports fan, John Royal attends as many of the major sports events as his duties permit, and also manages to see most of the worthwhile theatrical productions of the New York season. His active participation in sports, except for an occasional game of golf, consists chiefly of handball, which he particularly likes because "I can imagine the ball is the problem that has been giving me so much trouble all day and I find a great deal of satisfaction in smacking it as hard as I can." Mr. Royal is married and the father of two children, a boy and a girl.

MARCONI'S famed yacht *Elletra*, once his experimental laboratory, which the Italian government purchased from his estate, may be brought to New York next year to be anchored in the Hudson as part of the Italian exhibit at the World's Fair.

WRU Plans Dormant

ORGANIZATION activities of Western Radio Union, subsidiary of Western Newspaper Union which was recently formed to offer programming and advertising service to small stations comparable to the WNU service to country newspapers [BROADCASTING, May 1, 15], are at a standstill and future plans are uncertain following purchase of WNU by John H. Perry, president of American Press Assn., a competitor of WNU in the small newspaper field. Mr. Perry is also publisher of a group of Florida newspapers and owner of WCOA, Pensacola.

Kellogg's WBBM Sports

KELLOGG Co., Battle Creek, Mich., has contracted for the 1939 and 1940 baseball broadcasts of the Cubs and White Sox on WBBM, Chicago, according to an announcement June 7 by H. Leslie Atlass, CBS vice-president. General Mills, Minneapolis, has sponsored the WBBM games for the last four years, sharing with Socony-Vacuum Co., New York, for the last two years. It is understood Kellogg will pay $135,000 for each of the two years' sportcasts. Pat Flanagan and John Harrington have been signed to handle the 1939-40 broadcasts which will include the annual city series and crucial out-of-town games as well as the regular schedule of home games. N. W. Ayer, Chicago, is agency in charge.

KRBA in Full Swing

DARRELL E. YATES, formerly with KLUF, Galveston, Tex., has been appointed manager of the new KRBA, Lufkin, Tex., authorized by the FCC last year to use 100 watts daytime on 1310 kc., which went on the air last May 5. Victor Bracht, formerly with KOCA, Kilgore, Tex., is commercial manager, and "Sonny" Phillips, also from KOCA, is program director. Chief engineer is B. A. Smith, formerly with KGKB, Tyler, Tex. Wiley Poston is assistant commercial manager and announcer, and Clifford Kirby is on the engineering staff. Collins transmitter and speech input are being used, together with a composite tubular radiator.

Coca-Cola Now on 110

COCA-COLA Co., Atlanta, has increased its list of stations carrying WBS transcriptions five days weekly from 90 to 110. Agency is D'Arcy Adv. Co., St. Louis.

FCC Chief Examiner Davis G. Arnold, in a joint report released May 3, recommended granting of new 100-watt stations on 1360 kc. in Clinton and Burlington, Iowa.

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St. Louis
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NATIONALLY CLEARED CHANNEL
COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

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New York Chicago Detroit San Francisco

K V O O
"THE VOICE OF OKLAHOMA"—TULSA

News
is your best bet
TRANSRADIO

FCC Hears Industry's Allocation Views

Proposed Changes In Regulations Discussed

THE FCC committee considering proposed allocation changes convened June 6 with Commissioner Case as chairman, Commissioners Craven and Payne, and Chairman McNinch attending ex-officio. Some 200 were in attendance. George B. Porter, FCC assistant general counsel, and Ralph L. Walker, senior attorney, appeared as Commission counsel with Mr. Porter handling examination of Commission witnesses and cross-examination for the Commission of all other witnesses.

In defining the scope of the hearings, Chairman Case explained that while there was no desire to limit cross-examination, but to expedite procedure, examination of witnesses by private counsel would be conducted through questions handed to Commission counsel unless waived on request.

The first day's session was devoid of any fireworks. A strong statement in behalf of the industry was made by NAB President Ethridge who attacked particularly the provision of the proposed new rules providing that in licensing new stations or increasing facilities, the FCC should take into account "such cultural programs as may be required." This was viewed as susceptible of interpretation and a direct step toward program censorship.

First witnesses were FCC Assistant Chief Engineer Andrew D. Ring and FCC Chief Accountant William J. Norfleet. They placed into the record the voluminous documents compiled by their respective departments for the hearing. Mr. Ring offered in evidence both the proposed new rules and regulations and the engineering standards upon which they were based. He placed in the record the analysis of a post card questionnaire of 30,000 postmasters dealing with radio reception, together with charts and explanatory material covering ground wave intensity of stations and ground conductivity as a means of depicting the type of service now rendered.

Mr. Norfleet placed in evidence the results of the FCC questionnaire dealing with station and network financial data. Twenty-seven separate statistical breakdowns were included in the survey [see special feature elsewhere in this issue]. Questionnaires relating to employment and program service of stations also analyzed by the FCC, were to be introduced later on in the hearings.

Asks Protection For Montana Listeners

Appearing for the State of Montana, Attorney General John K. Claxton read a statement in opposition to superpower and clear channel with particular reference to service rendered by the seven stations in his native state. Emphasizing that Montana like other Rocky Mountain States, is almost entirely dependent upon radio for its news, market reports, education and entertainment, he argued against any changes in allocation procedure by which Montana listeners would receive primary service from outside the state. That would occur, he contended, if superpower were permitted. By giving greater power to "outside stations", he said, the service of Montana's own stations would be diminished.

Placing in the record maps on Montana coverage prepared by R. S. Martin, consulting engineer, Mr. Claxton said the proposed new rules would mean that 63% of the State's population, or 340,000 of its 547,000 people, would have to look to stations outside the State for reception. There are many "vacant spots" on the dial in Montana where additional stations might be placed on clear channels, the witness declared, mentioning particularly WBZ, Boston. Arguing against maintenance of clear channels, he said such frequencies should be made available to the West as well as in the East. Assignment of a single station on a frequency was described as a "waste."

Another objection to high power raised by Mr. Claxton was that many advertisers drop Montana stations on the theory that they get coverage through high-power clear channel outlets. In one week, such programs dropped from stations amounted to nearly $4,000, he said.

Specific mention was made of WLW when Mr. Claxton declared that the station had advertised the fact that it received 25% of the aggregate fan mail in a network program broadcast over 69 stations. Proper use of channels requires their duplication with directional antennas where necessary, he said.

Under cross-examination by Mr. Porter, Mr. Claxton said he didn't object to regional or local stations but only to those in the first brackets. Declaring he had no "selfish motive", he said he was interested in procuring for Montana as much radio service as possible from within the State.

Evans Comes Out For Program Standards

S. Howard Evans, executive secretary of the National Committee on Education by Radio, commended the cultural program provision of the proposed rules as a step in the right direction. Former Washington representatives of the *Ventura* (Cal.) *Free Press*, which years ago conducted a campaign against commercial broadcasting, Mr. Evans said the FCC should not confine itself to technical actions and that it has a definite obligation dealing with regulation of programs. He made a special plea for "general standards for program service," deprecating children's programs and other commercial efforts over the air.

The FCC is responsible for the diversified economic positions of stations, Mr. Evans asserted, by allocating particular facilities to particular stations. In this connection, he mentioned the last report of James W. Baldwin as NAB managing director, issued Feb. 14, in which he said that the conflicting interests within the NAB made the trade association problem most difficult. Such economic differences, Mr. Evans declared, cannot be solved by the broadcasters themselves but must be resolved by the Commission.

Responding to Commissioner Craven, Mr. Evans said he was "optimistic" because of the provision having to do with program standards. He also urged definite economic standards to be set by the Commission. The "cultural program" rule, Mr. Evans continued in reply to Counsel Porter, was viewed as "an acceptance that the Commission will go ahead with the establishment of program rules."

Sol M. Alpher, Washington representative of the American Civil Liberties Union, opposed any changes in rules which would permit increased power on the ground that small stations are necessary in order to give minority groups a voice. In effect he argued for decreases rather than increases in power, holding that by so doing additional stations might be licensed for local expression. He decried maintenance of clear channels for rural coverage. More than 25 of the 32 clear channel stations now listed are in the Eastern half of the country, he said.

Mr. Alpher explained that the statement had been prepared in New York by technical experts and that he was not familiar with its preparation. Under questioning by Commissioner Craven he said he did not know the identity of the technical expert.

In his testimony, NAB President Ethridge made specific objection to only four provisions of the rules. In general he said the standards proposed should contribute to the stability of the industry.

In opposing the provision dealing with "cultural programs" as may be required, Mr. Ethridge said it might be interpreted to give the Commission a "positive control and supervision of program content which is incompatible with the spirit if not the letter of the prohibition against censorship as contained in the Communications Act." He summed it up by saying that "capsule culture" is incompatible with democracy.

Secondly, Mr. Ethridge opposed the provision requiring local residence of applicants for Class IV or local stations, asking its complete elimination. Declaring he had no information that the public interest had been illy served by absentee ownership, he said the NAB opposition to the principal was based on the fact that it might retard progress of the industry and deprive some community of needed service and also that the regulation was unnecessary.

Renews Plea for Longer Licenses

The so-called "experimental rule" which would prohibit stations operating with experimental licenses from commercializing experimental operation itself was opposed by Mr. Ethridge, who suggested it be stricken. Declaring it would discourage experimentation, he said that if this proposed regulation is designed to prevent abuse of "experimental grants" that result can be accomplished by considering the merits of individual applications and imposing suitable stipulations in the license.

Finally, Mr. Ethridge renewed his plea for three-year licenses as permitted under the Communications Act, in lieu of the present six-month tenures and that licenses be granted in no event for less than one year. In this regard, he placed in the record statements he had made May 16 before the Fed-

COMMISSION counsel and engineers handling the FCC's case at the hearings. Seated (l to r) are E. K. Jett, chief engineer; George Porter, assistant general counsel; Ralph Walker, Mr. Porter's assistant counsel. Standing (l to r) are Andrew D. Ring, assistant chief engineer for broadcasting; Ralph L. Clark, associate engineer; George Adair, senior engineer; William J. Norfleet, chief accountant of the Commission.

eral Communications Bar Association [BROADCASTING, June 1].

Cross-examined by Mr. Porter, Mr. Ethridge explained on the cultural program provision that the inclusion of the particular clause dealing with the requirement "is a wedge by which the Commission could move on to program content." He said culture is a "nebulous thing" and that no standards exist for it. Opinions vary as to what would constitute a cultural program, he said. Asked regarding his comments on the local residence requirement having to do with local stations, the NAB executive said anything that would tend to make the rules more rigid and less fluid would be bad. He said the Commission could accomplish its result without any such rigid requirements.

Asked by Mr. Porter whether the six-month license had occasioned any hardships in his particular experience at WHAS, Mr. Ethridge declared the very fact that it has not, serves as proof that the FCC does not need the short-term license to administer the Act. Longer licenses, he said, would be a factor toward stability. Moreover, by issuing temporary licenses to stations from time to time in connection with purported violations, Mr. Ethridge said the Commission has other means of intercepting stations in between license periods.

Interrogated by Commissioner Craven, Mr. Ethridge said the suggestion by the previous witness, Mr. Evans, that standards of program service be established, would never work in radio. He declared also, responding to Mr. Craven, that he felt technical development in connection with radio had now reached the stage where longer licenses are desirable, both from the standpoint of the Commission and the industry. Radio, he said, has outgrown the "probationary" stage.

Hogan Suggests Changes To Prevent Confusion

Supplementing the testimony of Mr. Ethridge for the NAB, John V. L. Hogan, New York consulting engineer, chairman of the Engineering Committee of the NAB and owner of WQXR, New York, analyzed the proposed new rules and regulations and engineering standards in detail, suggesting more than a score of changes and urging elimination altogether of some of the rules.

VETERAN John V. L. Hogan, New York consulting engineer and inventor, who also operates WQXR, presents the NAB's suggestions for modifications of proposed new FCC rules and regulations.

Placed on the stand by Mr. Loucks as NAB counsel, Mr. Hogan categorically dissected the rules and engineering standards. His comments were interrupted frequently by Commissioner Craven, who sought to clarify proposed changes in the rules. Mr. Hogan, making his first appearance before the FCO in several years, in great detail described reasons for attempting to perfect the rules, although he explained that it was impossible to procure a complete unanimity of engineering and administrative opinion on regulations of that character.

Numerous changes in phraseology were urged to avoid any possible misunderstanding, such as description of a 10-kilocycle band in the broadcast spectrum as a "frequency separation" rather than a channel.

Elimination of the auxiliary transmitter requirement and substitution of a proviso that two transmitters used at any time alternately without any specification as to the main transmitter was recommended. Changed definitions governing television and facsimile were suggested.

The paragraph proposing that special experimental authorizations be limited to noncommercial operation was termed unnecessary. The NAB Engineering Committee, Mr. Hogan said, believes it is not reasonable to prohibit transmission of sponsored programs during additional periods of operation granted in connection with a special experimental authorization, provided the program or announcement does not interfere with the experiment being carried out. On the other hand, he said, such commercial operation might facilitate the experimentation.

The proposed rule prohibiting use of a common antenna by two stations unless both stations are licensed to the same licensee, was recommended for deletion or change on the ground that no good reason appeared to exist for its promulgation. Pointing out that it is often uneconomical and unnecessary to require a second licensee to erect another antenna in the immediate neighborhood of an existing one, Mr. Hogan suggested the FCC treat such applications as they arise. Rules relating to interference, modulation, measurement of power and similar technical operating standards were held to be too rigid with numerous suggestions made for their amendment, deletion or alteration in other respects.

Urges Amendments In Log Requirements

Regarding maintenance of logs and identifying announcements, Mr. Hogan suggested the requirement that an entry be made of the identification announcement at each time of announcement is too rigid in that it requires "an indication of the type of announcement." He said this was indefinite and superfluous since only the call letters and the location are necessary and those two items already are specified.

Another rule, requiring an entry briefly describing each program broadcast, such as music, drama and the like, together with the title, by whom presented and the sponsor's name, would lead to confusion, he said. He thought it best to indicate that programs are sponsored by giving them in the customary way and only giving the name of the program, such as "Ivory Soap Hour" rather than the actual name of the sponsor, which might not appear in the program itself.

During cross-examination some discussion developed on this point, with Commission Counsel Porter contending the law and regulations require the identity of the actual sponsor of the program, and that for that reason he felt no hardship would be incurred in having the logs read the same way.

Nevertheless, Mr. Hogan contended that the station and program logs should not be encumbered with entry of such matters.

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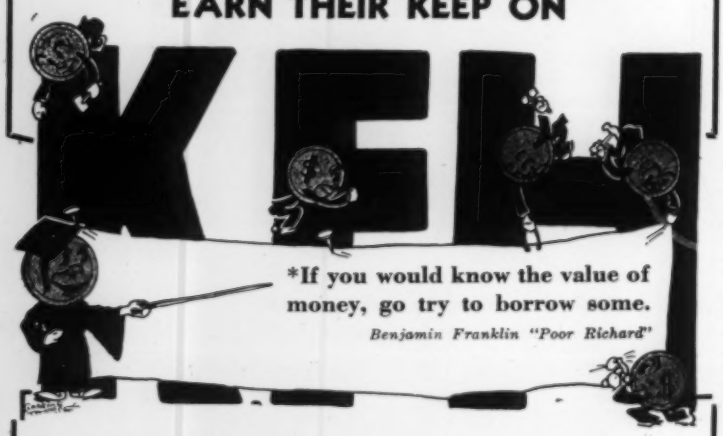

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Utmost in Program Service

Red and Blue NBC programs

WSYR SYRACUSE

Regarding the rule requiring that identification announcements during operation need not be made when they would interrupt a single consecutive speech, play, symphony concert or operatic production of longer than 30 minutes, Mr. Hogan suggested it be broadened to include "similar productions" so as to avoid any possible misinterpretation. Religious programs and other broadcasts not covered in the rule itself might be spoiled if an announcement had to be made in between the music and the speech, he said.

As for the requirement governing mechanical records, specifying that announcements shall be made at 15-minute intervals and at the beginning and end of each program, Mr. Hogan suggested the rule be relaxed to provide greater flexibility and permit announcement within two minutes either way of the 15-minute requirement. He argued against paying "too strict attention" to the clock both in this rule and in connection with other proposed rules. By inserting the words at "approximate 15-minute intervals" in connection with the transcription or record rule, he said he thought the Commission's purpose could be accomplished.

Market Areas Favored In Defining Service

Mr. Hogan suggested the Commission give consideration to market areas as well as to actual signal strength in defining service of stations. He pointed out that in the larger geographical areas ordinary signal strength did not afford the same degree of service to which listeners now are accustomed and that perhaps the Commission should devise means of encouraging delivery of programs beyond any defined intensity standards in the interest of remote listeners. He suggested an alternative grade of service. Specifications as to Classes such as A and B service might be set up, he said, with no new station permitted to violate the standard A of service and protection and no new station permitted to violate the standard B of service and protection unless it shows that the additional service it will provide will have sufficient merit to far outweigh the loss of service that would be caused to listeners of existing stations. Thus, he said, standard A may be the standards given in the Commission's proposed technical standards, while standard B might be more liberal in the standards of service and more strict in the standards of interference.

Mr. Hogan said that in many instances population is the only criterion recognized. More consideration must be given to "areas", he said, as a means of providing adequate service in the open spaces of the West.

Mr. Hogan said the provision establishing a quantitative level of interference permitted a new station "formulates a dangerous doctrine that may be formed to result in a progressive destruction of regional and local channels, and which will, in certain cases, cause a substantial reduction in service areas." In this connection he recommended that both judicial as well as technical consideration be given to this problem.

Under cross-examination, Mr. Hogan said the committee made no recommendation in connection with the suggestion advanced regarding classes A and B stations with respect to service to remote listeners. While the committee made no recommendation, it recognized the adoption of the definite field intensity method rather than the trading area method, he said. He emphasized too that the factor of trading area without regard to arbitrary levels of signal intensity, looms as an important one.

After completion of his direct testimony, Mr. Hogan was cross-examined by Assistant Chief Engineer Ring as well as by Commissioner Craven.

NBC Asks Change in Assignment of KPO

NBC confined its case in chief to one issue—that of procuring for KPO, San Francisco, a Class 1-A assignment in lieu of the 1-B assignment specified in the proposed rules. The station shares 680 kc. with WPTF, Raleigh, N. C., which operates full time on an experimental basis. P. J. Hennessey, NBC Washington counsel, cross-examined W. C. Lent, NBC engineer, in this connection.

Mr. Hennessey brought out that WPTF is rendering a meritorious service at Raleigh but that NBC did not propose to touch upon the problem arising out of the station's special experimental operation on the KPO channel. Unless the Commission is first convinced that KPO should be made a Class 1-A station, WPTF would not become a problem.

Modification of the rules specifying the number of Class 1-A channels, Mr. Hennessey said, is based on the lack of service to rural listeners between the Mississippi River and the West Coast. Should the FCC decide to make KPO a Class 1-A station and authorize or require the use of as much power as 500 kw. by such stations, he said, "NBC is prepared to meet such requirements and to assume its full share of the burden of supplying the service to the sparsely populated area wherein the use of such power by KPO would enable it to render a service superior to its present service."

Cross-examined by Mr. Hennessey, Engineer Lent said he had made an analysis using the 96th meridian as the line for the approximate division of the territory of the United States into halves with respect to area. West of the 96th meridian, he said, 51.5% or more than 11,000,000 people reside in the rural areas, 48.5% or 10,400,000 in urban. Of the total number of stations (667) 225 stations or 33.7% are located west of the 96th meridian. Under the proposed regulations, he said, only five of the Class 1-A stations would lie west of the 96th meridian. Thus, he said, 58.3% of the total area of the United States will have assigned to it only 20% of the Class 1-A stations. Asked by Commissioner Craven whether a Class 1-B station performs a satisfactory service, Mr. Lent said yes. Cross-examined by Mr. Porter, Mr. Lent declared no undue interference results from the operation of WPTF at its present power with a directional antenna.

Craig Urges Retention Of 25 Clear Channels

Opening the case for the Clear Channel Group at the afternoon session June 7, Edwin W. Craig, executive vice-president of the National Life & Accident Insurance Co. and head of its station WSM, appeared as chairman of the group. He gave the history of the group, formed in 1934, and its effort to protect clear channels and serve rural listeners. He listed the 14 stations which are members of the Group, described the service they render, their ownership, and network affiliations.

Arguing for retention of 25 clear channels, as "barely sufficient", Mr. Craig urged that Paragraph 1 of Rule 31.2 of the proposed rules be modified to provide for not less than 50 kw. on Class 1-A channels rather than the present specification of a flat power of no more or no less than 50 kw.

He did not urge immediate granting of 500 kw. for all of the stations applying for it or all of those on Class 1-A channels, but simply argued for removal of the maximum power limitation.

Questioned by Louis G. Caldwell, chief counsel for the Clear Channel Group, Mr. Craig explained the Group was opposed to an amendment which would increase or remove the maximum power limitation for some Class 1-A stations and not for others. If any distinction is to be made between stations to which this power should be granted, he urged that recognition be given the principle of "independent ownership" as opposed to network or absentee ownership of stations.

"If the Commission is to subdivide the Class 1-A stations and exclude some of them from the privilege of seeking higher power," he said, "we ask that those stations which are independently owned be not among those excluded."

Stations now applicants for 500 kw. on a regular basis, aside from the WLW application for continued authority to use its experimental output, were listed as KFI, WSM, WGN, WSB, WJR, WHAS,

SUPER-REGIONALS might have been the subject of discussion between (left) Edwin W. Craig, WSM, Nashville, spokesman for the Clear Channel Group, and Paul D. P. Spearman, counsel for the National Association of Regional Broadcast Stations.

We have the Man *you are seeking . . .*

Several graduates of our recent radio engineering course are available to fill responsible technical positions. We know all about their ability, training and past experience. We believe we have just the man you are looking for. There is no charge for getting you together—our reward is derived from the satisfaction of seeing GOOD MEN find GOOD JOBS. Write your requirements to E. H. Rietzke, President, Capitol Radio Engineering Institute, 14th and Park Rd., N. W., Washington, D. C.

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are manufactured for all frequencies from 20 Kc. to 30 Mc. Bliley Broadcast Frequency Crystals are approved by the F. C. C. Precision manufacturing and correctly designed holders assure full dependability.

BLILEY ELECTRIC COMPANY

UNION STATION BUILDING ERIE, PA.

WHO and WOAI, all members of the Clear Channel Group. In addition, stations not members of the group but applicants for the power are WOR, WJZ and WGY. Three others, KDKA, KNX, and WBZ, which had filed applications for 500,000 watts, withdrew them during recent months.

Mr. Craig called the term "superpower" a misnomer, declaring that it is secondary in importance to maintaining of "tracks of good radio reception, free and clear from interference, into the millions of homes that must rely on clear channel stations for any service at all."

He traced the history of power increases, pointing out that back in 1922 when the Crosley station in Cincinnati increased its power from 20 watts to 50 watts, it was called "superpower" and that every successive power increase in every category has been vigorously attacked as tending toward monopoly.

Declares Group Opposes Monopoly Trend

"I have seen absolutely no indication of any desire or expectation on the part of any member of our Group, or any combination of two or more members, of drifting toward anything that might be called monopoly," he said. "In other words, there is no evidence of any drift toward the acquisition of unhealthy power in this group of 14 stations.

"They are 14 independent businesses competing vigorously with each other for audience and for sales, and by this competition are spurred constantly to improve their appeal to the listening public through better service. In fact, in my opinion, the chief bulwarks against the acquisition of too much power by anyone else are to be found in precisely this Group and that, if it had not been for them, there would be much more danger of monopoly in this country than there actually is."

In tracing the origin of the Clear Channel Group, Mr. Craig said it grew out of events which led to duplication on 10 of the 40 clear channels originally set up in 1928. Duplication resulted from "consents" for simultaneous evening operation on these channels on experimental bases which afterward became permanent. He mentioned also the "pressure" brought upon clear channel stations from Senators, Congressmen and others in public life who had been enlisted in the cause of the applicant to give such consents.

Emphasizing the desirability of making 50 kw. the minimum rather than the maximum power on clear channels, Mr. Craig pointed out that a Mexican station (which he identified under cross-examination as XERA, operated by Dr. John R. Brinkley; across from Del Rio, Tex.) recently has been authorized to use power of 850 kw. on 840 kc. and that two 500 kw. stations are in operation in Europe (later said to be in Russia). Similar advances in power may be expected on other channels used by Mexican stations and by stations in other countries, he said. He declared the Clear Channel Group felt there should be no "artificial obstacle" created to the ability of stations in the United States at least to keep pace with progress in Mexico and other countries.

Mr. Craig made clear there was no unanimity among the Clear Channel Group on superpower at this time. Within the Group are many different points of view regarding immediate use of 500 kw. He said one member, WLW, wants to continue using its 500 kw. while others have had applications pending for over two years and are anxious, ready and willing to install such stations. A third group has a "passive attitude" believing high power is inevitable in the future, and being willing to take the step if necessary to protect its rural audience from duplication but not enthusiastic about doing so immediately, particularly in view of the uncertainties in the business situation.

Then a fourth group "is not ready to take the step and would oppose being forced to take it at this time although they would not want the door closed to increased power for their stations in the future," he said. "I hope, therefore, that neither the Commission nor any other group present will construe our position as urging that the country immediately leap from a total of one 500 kw. broadcast station to a total of 25. This may come in the future but it certainly is in no immediate prospect and it is a matter which at all times will be under the control of the Commission."

ENGINEERS were much in evidence at the FCC hearings, this group representing a fraction of those attending. Seated (l to r) are G. P. Houston, WCBM, Baltimore; James McNary, McNary & Chambers, Washington; Paul Godley, consulting engineer; M. R. Mitchell, WJR, Detroit. Standing (l to r) are Frank Marx, WMCA, New York; Joe Chambers, McNary & Chambers; R. E. Poole, Bell Laboratories; R. J. Rockwell, WLW, Cincinnati; E. G. Pack, KSL, Salt Lake City; Orrin Towner, WHAS, Louisville; Frank Falknor, WBBM-CBS, Chicago.

Seeks Greatest Good For the Listener

Under cross-examination by Commissioner Craven, Mr. Craig declared he felt the Commission should take into account the greatest amount of good radio service to the greatest number of people rather than the interests of the broadcasters. Commissioner Craven questioned him in connection with developments of superpower abroad and the desirability of this country keeping abreast of trends in other countries. He reemphasized that no one should fear technical progress.

He agreed with Commissioner Craven that if at the moment the question of power in excess of 50 kw. was deemed unwise it should not preclude the grants of higher power in the future. He said he presumed that higher powered stations would have network connections. When Commissioner Craven asked if 500 kw. operation on a number of stations might not go "too far" in the way of service, Mr. Craig said that if 50 kw. power served all of the needs his answer would be "yes" but that it was his view that sufficient rural service is not now being rendered.

The question of duplication of service, particularly with 50 kw. operation, was raised by Commission Counsel Porter. He asked if overlapping would not result by virtue of WSM's operation with 50,000 watts power because of its proximity to WLW and if the stations did not carry the same NBC network programs. Mr. Craig asserted there was some degree of overlapping in rural areas at present but declared his station had not suffered from the competition in sale of time by WLW's operation. He said regional and local stations are not experiencing trouble by duplication of network programs carried by his station.

Referring to Mr. Craig's direct testimony that many leading engineers in radio's earlier days had made pleas for retention of clear channels for rural service, Mr. Craven asked if these statements had not been made prior to the development of the practical directional antenna and whether, for that reason, the statements did not apply to present-day conditions. Mr. Craig responded he "was not certain but possibly the circumstances have changed."

Responding to questions on the economic side regarding superpower operation, Mr. Craig believed regional and local stations would not be affected seriously but that high-power operation would give a greater number of people good program service.

Queried About Data On Station Profits

Then, on the economic side, commissioner Craven asked the witness what inferences he might draw from the revelation in the financial analysis of station returns made by the FCC Accounting Department which showed that 29 clear channel stations enjoyed a net profit of approximately $8,500,000 in 1937 as against total net income of the 624 reporting stations of something more than $18,000,000, meaning that these stations did approximately 46% of the aggregate net volume.

The same figures, he pointed out, showed a net income of only $610,000 for local stations. Mr. Craig declared he was not sufficiently familiar with the figures to draw any inferences but felt that individual stations could apply their own answers and throw considerable light on these statistics. Counsel Caldwell explained that a later witness—Joseph O. Maland, vice-president of WHO—would cover the financial and economic aspects of station operation.

Mr. Craig said under questioning by Counsel Porter that WSM at night does not render an entirely satisfactory service over the entire State of Tennessee with its 50,000 watts, mentioning particularly that it does not cover Memphis. He was then asked, on a question submitted by counsel for the Regional Group, Paul D. P. Spearman, whether he expected WSM to cover Memphis with 500 kw. He responded that he was not enough of a technician to give the answer.

Asked by Mr. Porter if WSM was serious about going to 500 kw. regardless of other stations, Mr. Craig replied in the affirmative. Mr. Porter observed that the sentiment appeared to be that if one station went to 500 kw. other stations wanted the same treatment but that there was no unanimity of view.

DeWitt Claims Large Part Of Nation Needs Clears

Claiming 82% of the country's total area does not receive primary night service from regional or local stations. J. H. DeWitt, chief engineer of WSM and chairman of the Clear Channel Group's engineering committee, presented the technical case on behalf of that group. He introduced evidence to show that large areas in the South and West are so sparsely settled they cannot support stations of their own and must rely upon clear channels. He produced maps to show the scarcity of large cities and claimed it is useless to think of improving reception through new stations, except in a few isolated cases, because of lack of economic support.

Mr. DeWitt said there is no feasible way of improving service in over 80% of the area of the country at night other than by preserving the clear channels and by increasing the power of clear-channel stations. Regarding sky-wave service, as distinguished from ground-wave service, Mr. DeWitt said there will be hours in the evening, evenings in the week, seasons in the year and years in a cycle when the average signal will be considerably less than predicted from available data. He declared there is no truth to statements that this country is "literally flooded with signals of at least 500 microvolts from clear channel stations in the evening and that these signals constitute satisfactory service."

In discussing daytime coverage by regional stations, Mr. DeWitt declared formidable roles are played by frequencies and conductivity which more than counter-balance great discrepancies in power. He cited two instances of regionals with 5 kw. daytime, one on a low

frequency and in an area of good conductivity such as KFYR in Bismarck, N. D. on 550 kc. and the other on a relatively high frequency in an area of poor conductivity such as a station in Connecticut in the 1300 kc. band.

"They have exactly the same power in the daytime and yet one delivers a computed 500 microvolt signal over a radius of 190 miles and an area of 113,000 square miles, while the other delivers the same signal to a radius of only 24 miles over an area of only 1810 square miles. The station in Connecticut would have to increase its power to approximately 16,000 kw. to achieve the same coverage. Only three of the 50 kw. clear channel stations occupying the 25 frequencies designated for Class 1-A stations get daytime coverage equal to or better than that of the 5 kw. North Carolina station and only 11 of them will get such coverage if the power of all is increased to 500 kw," he declared.

Points to Weakness Of Daytime Reception

Regarding day coverage, Mr. DeWitt said that something more than 40% of the total area of 1,233,161 square miles does not receive a 500 microvolt signal, regarded as satisfactory reception, that something over 30% of the total area receives such a signal from only one station, and that about 11% receives such a signal from only two stations, with the remainder receiving the signal from three or more stations.

In defining night coverage, Mr. DeWitt produced a map showing 635 stations, including nine high-power regionals, 296 regionals and 330 locals and their service areas. He said that 82% of the total area of the country receives no night service from these stations, being dependent on clear channel stations for night reception while an additional 15% is entirely dependent on clear-channel stations for any choice of programs. Mr. DeWitt mentioned the North American situation in connection with possible interference. He reiterated the Craig statement that Brinkley is building an 850 kw. station at Villa Acuna, Mexico, and that a substantial number of Mexican stations are operating on channels assigned to this country. When the North American regional broadcasting agreement is ratified by the requisite countries and becomes effective, interference questions of this sort will disappear, he said.

Projecting superpower operation on the 25 Class 1-A channels proposed, Mr. DeWitt said the primary service area of the 500 kw. station retains the same diameter it had at 50 kw., the rapid fading zone has the same boundaries, and all beyond is secondary service area from the skywave. At this point, he added, the resemblance ceases because the people in the remote areas will receive a far stronger skywave signal from other and more distant clear-channel stations. In this outer area, he said, vastly improved service will result. With power increased to 500 kw., the signal everywhere is at least three times as good as before, and while not yet perfect, it will be an important step forward.

To break down the allegations of duplication of network service, Mr. DeWitt took particular situations involving clear-channel stations to bear out his argument that no excessive duplication exists or would develop in primary service areas with 500 kw. power. With power increased to 500 kw. on the 25 Class 1-A channels, he said his study showed a total of 11 regional stations and 22 local stations would be brought within the 10 millivolt contours on the Class 1-A stations, of which seven regional and eight locals have network affiliations. A total of 51 regional stations and 68 locals would be brought within the two millivolt contour of which 33 regional and 18 locals have network affiliations. Of these, however, only four come within the 10 millivolt contour of the 500 kw. stations and are affiliated with the same network.

"Under the purely technical assumptions on which I am proceeding and disregarding the program advantage which the smaller station enjoys, these regional and local stations brought within the 10 millivolt contour are in some danger of losing their network affiliations. This is not a very large number. Even if the 29 stations that would be included within the two millivolt contour lose their network affiliations, the number is still small, but our present and past experience indicates they will not."

ENGINEERING spokesman for the Clear Channel Group was Jack DeWitt, chief engineer of WSM, Nashville, here shown while testifying.

Defines Extent of Power Increases

Turning to the proposed increase in power of Class 1-A stations, Mr. DeWitt said it must not be forgotten that regionals are to receive a 500% increase by the increase in night power from 1,000 to 5,000 watts and locals a 250% increase by a boost in night power from 100 to 250 watts. The actual increases of power proposed are not quite in the same ratio in connection with Class 1-A stations which would go up from 50 to 500 kw. Such an increase gives an improved signal of slightly more than three to one, he said. The regional increase represents a 2¼ times boost and the locals a 2½ times boost, he said.

In addition to WLW, which has power in excess of 50 kw, Mr. DeWitt said there are 46 stations elsewhere in the world ranging in power from 55 kw. to 850 kw. Thirty-six of these are in Europe, four in Asia, two in South America and four in Mexico.

Mr. DeWitt said the cost of a 500 kw. amplifier, including additional equipment, power and transmission line equipment and installation is $363,000 each, based on the assumption that only one is purchased, $302,000 each, if five are purchased. Enlargements of transmitter building he estimated at $30,000.

In case a transmitter location must be changed and a complete new installation made, the cost was calculated at $430,000 where one purchase is made and $368,000 if five are made. The annual cost of operating a 50 kw. station without interest on investment is $65,400, and $75,900 with interest. The annual cost of operating a 500 kw. station without interest is $208,700; with interest $242,820. The annual increase involved in the first case, he said, is $143,300 and in the second, $162,920.

Secondary Areas Would Receive Most Benefit

On the assumption a station operates 6,500 hours per year, the cost per hour at 50 kw. is $11.69, and at 500 kw., $36.75. If all stations in the country receive their power increase in the same ratio, their relative situation would remain the same, Mr. DeWitt said. This is true without qualification so far as interference is concerned. He maintained that while the audience of Class 1-A stations would be increased by the horizontal power boost, this would not detract from the audience of any other class of station.

Under cross-examination by Commissioner Craven, it was brought out that Class 1-A stations are concentrated more or less in the Northeast. Comdr. Craven asked about the advisability of redistribution of such Class 1-A assignments, Class 1-B assignments, and Class 2 assignments to fill the open spaces in the West not now receiving adequate night service as well as daytime service. Mr. DeWitt agreed such a redistribution would aid in providing better service but brought out that economics must be taken into account since he had previously testified of the inability of cities and towns in these areas to support additional stations of low power, much less those in the clear category.

Mr. DeWitt, questioned also by Counsel Porter, reiterated that the primary service of a clear-channel station would not be measurably increased by the ten-fold boost in power but that the people in the secondary areas as well as the pri-

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mary would receive far better service.

The 40% of the nation's area not now receiving adequate daytime service would be reduced to 31% with the proposed increase in power on the Class 1-A channels, he asserted.

Explains Possibilities Of High-Power Clears

At the June 9 session, Mr. Porter continued his cross-examination of Mr. DeWitt in an effort to break down the exclusive channel high-power arguments. Referring to the 710 kc. channel classified as I-B and on which WOR is the dominant station with KIRO, Seattle, secondary, he asked whether such a station might not effectively cover the State of Washington with a possible power increase to 50,000 watts. Mr. DeWitt replied in the negative, pointing out that a directional antenna would have to be used and that the service of the Seattle station would be limited. Commissioner Craven inquired whether a "figure 8 antenna" with the axis north and south would not accomplish the coverage purpose but Mr. DeWitt insisted there would be severe limitations.

Responding to further questions, Mr. DeWitt said that while duplicated operation of Class I-B and II stations would mean an increase in population served, such duplicated stations inevitably would be located in areas already well served.

Asked if use of 500 kw. by all 25 Class 1-A stations would interfere with other radio services, such as aviation, Mr. DeWitt said there was always such a possibility but he thought the danger was slight.

On redirect examination, Mr. Caldwell brought out that Class II stations on duplicated clears would serve only limited local or regional areas. Moreover, he carried Mr. DeWitt through an explanation of the status of stations on channels classified as I-B in an effort to show that no other stations could be assigned these channels as a means of providing greater service. He said that on all 19 of the Class I-B channels there was little possibility of including stations which would serve the underserved areas of the West and South.

If clear channels were duplicated east and west, Mr. DeWitt said, responding to further questions by Mr. Caldwell, there would be no "contribution to science" because it would simply mean more service to towns already having adequate service.

A question asked by Ben S. Fisher, counsel for WCAU, Philadelphia, concerned the service of WJZ as a 50 kw. station and the prospects of service as a 500 kw. station. Mr. DeWitt said the 10 millivolt contour of the station with 50 kw. is 31 miles and that it would be 50 miles with 500 kw.

Jolliffe Tells of Use Of High Power Abroad

Dr. C. B. Jolliffe, former FCC chief engineer and engineer in charge of the RCA Frequency Bureau, appeared as the final technical witness for the Clear Channel Group. In a prepared statement he covered the international situation, particularly with regard to power. His service on numerous American delegations as delegate or advisor during his five-year tenure as chief engineer qualified him for this type of testimony.

Dr. Jolliffe pointed out that in past European conferences the subject of power always has been raised. While the subject was treated rather gingerly at the earlier conferences, he said that in 1927 the American delegation to the CCIR Conference at The Hague proposed that power should not be limited on any broadcast channel occupied by a single station. Thereafter certain limitations were placed on power but he pointed out that numerous stations in other parts of the world use power in excess of 50 kw. He said engineers of European broadcasting organizations, having observed improvement in service, "no longer fear higher power and some of the broadcasting organizations are contemplating higher power in order to give a better service to their own nationals. The engineers frankly state that power limitation is no longer necessary in the European region."

No great danger of international interference was seen by Dr. Jolliffe by superpower operation in this country. Several alternative methods of safeguarding against interference with stations in South America using the same broadcast band were advanced. He also emphasized the trend toward superpower in other nations, notably Mexico.

Dr. Jolliffe placed in the record a list of 65 European stations using power above 50 kw. and an exhibit showing 56 stations in South America using power over 5,000 watts of which two are using more than 50 kw. A third exhibit showed stations in Mexico using power of 1,000 watts or more.

COUNSEL for big fellows and little were (left) Louis G. Caldwell, attorney for the Clear Channel Group, and George Sutton, attorney for the independent locals.

Under cross-examination, Dr. Jolliffe was asked about two European situations in which high-power stations are operating on the same channel. He said that operation by a Roumanian and Dutch station on the 160 kc. channel, the former with 150 kw. and the latter with 120 kw., has caused very serious interference and is now being arbitrated. The fact that the two stations were assigned to the same wave prevented Holland from signing the European Broadcasting Agreement at Lucerne several years ago. Stations in Moscow and Luxembourg are operating on the 232 kc. channel with 100 kw. and 200 kw. respectively, he said, but he declared he had no definite information on them although he suspected there was serious interference.

Commissioner Craven asked whether it was not a fact that in the high-power discussions at the European Conference, conclusions on power were reached by technicians only, with the result that no economic factors were considered. Dr. Jolliffe replied in the affirmative.

The 500 kw. station built in Moscow, Dr. Jolliffe said, was designed as a European propaganda medium and he said he understood the Russian government is "considerably disappointed" with its coverage.

Operation of WLW With 500 Kw. Is Described

WLW began presentation of that portion of its case having to do with the proposed rules and regulations immediately following presentation of the clear channel case. R. J. Rockwell, technical supervisor of broadcasting in charge of all technical operations of the Crosley stations, placed in the record figures regarding investment and operating costs of the 500 kw. station.

The WLW 500 kw. transmitter cost $303,906, he said. The power sub-station represented a cost of $31,185 and the cost of an addition to the building was $10,625, a total of $345,717. A vertical radiator and additional land purchased in connection with the 500 kw. project represented an expenditure of $46,243 for the antenna and $4,626 for the land. The grand total for the physical equipment was $396,287.

Figures on increased costs of maintenance of the 500 kw. transmitter as against the 50 kw. station based on the calendar year 1937 were given by Mr. Rockwell as follows:

	50 kw.	*500 kw.*
Engineers and operators	$36,170	$38,670
Materials and supplies	5,016	14,626
Vacuum tubes	14,954	70,904
Power and light	18,075	87,270
Water for cooling tubes	180	900
Miscellaneous, including surveys, field intensity studies, etc.	4,390	8,144
Total	$78,785	$220,514

Asked by Commissioner Craven whether the transmitter price is typical of cost today, Mr. Rockwell said there probably would be some variations and he agreed that $300,000 might cover equipment purchased on today's market.

Question was raised by both Commissioner Craven and Counsel Porter as to the items for surveys and field measurements, with emphasis on whether they were necessary and typical of expenditures made by other clear channel stations. Mr. Rockwell said that probably all stations did not undertake the studies but that in the case of WLW they were deemed advisable from the standpoint of checking operations and also because of use of a directional antenna in the Niagara Falls area to prevent Canadian interference.

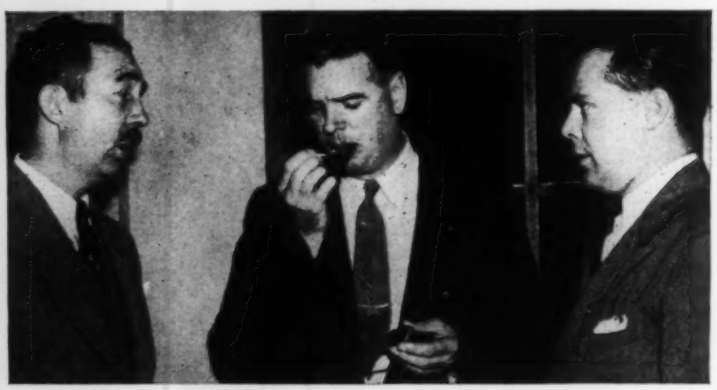
Rates and Financial Data Placed in Record

James D. Shouse, vice-president of Crosley Radio Corp. in charge of broadcast operations, placed in the record three separate exhibits. One charted the increase in WLW rates since 1928, a second covered the financial statement of the station submitted to the FCC in response to General Order No. 38 covering station financial operations, and the third related to the FCC program questionnaire.

The rate chart showed that in 1928 the station had a rate of $600 per hour; that this was raised to $800 in July, 1929, and to $1,080 in January, 1930. It was raised to $1,152 on Sept. 1, 1930, but was dropped to $990 on Dec. 1, 1932. It was increased to $1,090 on July 1, 1934—some four months after WLW began full-time operation during regular hours with 500 kw. power. On Oct. 1, 1934, the rate was raised to its present level of $1,200.

Cross-examined by Mr. Porter, Mr. Shouse explained the increase was arrived at to return to the station the approximate cost involved for the increased operations. Asked if the rate received by the station is the same in all cases except network revenue, Mr. Shouse responded in the affirmative. To the inquiry whether the rate increases had a relationship to the increases in power, Mr. Shouse said they did to a certain extent.

When Mr. Porter asked about network service over WLW, Mr. Patrick objected on the ground that the questions did not fall within the scope of the hearings on rules and regulations but that all of this information would be developed at the subsequent hearing involving WLW's application for renewal of its experimental license. Chairman Case sustained the objection, holding that such questions would depart from the general leg-



A TYPICAL local discusses matters with the representatives of the nation's most powerful station. Left to right: Duke M. Patrick, counsel for WLW, Cincinnati; Herbert Hollister, manager of KANS, Wichita; James D. Shouse, vice-president and general manager, WLW, Cincinnati.

islative character of the hearing and that the matters properly would be introduced at the future hearing.

The financial statement placed in the record showed that WLW's income for the calendar year 1937 aggregated $2,477,796.38. Of this amount, $1,335,682.05 represented network time sales and $1,142,-114.33 national spot sales. The net income for the year aggregated $701,673.11. Together with talent and miscellaneous sales, the net sales of the station aggregated $2,658,806.22 after discounts. Program expense amounted to $734,-142.60.

More Data on Regionals Is Asked by Caldwell

The session scheduled for Friday morning, June 10, was recessed by Chairman Case due to House Rules Committee consideration of the industry investigation resolution (see article elsewhere in this issue).

When the hearings resumed that afternoon, Mr. Caldwell as counsel for the Clear Channel Group, made a formal request for additional data on the FCC financial study asserting it did not give the necessary comparable information as between all regional stations and those in important markets. He said it was difficult for his group to complete preparations of its economic case without this data.

After Chief Accountant Norfleet had estimated that some two to three weeks would be necessary to compile all this data, Chairman Case suggested that Counsel Caldwell confer with Commission Counsel Porter and Mr. Norfleet. Paul D. P. Spearman, counsel for the Regional Group, requested authority to participate in these sessions, which was granted.

In asking for the data, Mr. Caldwell said the Commission exhibits did not differentiate between regional stations in important markets and those in the smaller cities. Moreover, he said, they did not take into account the variations in frequency and whether the stations happen to be network outlets. These considerations, he said, were important to station revenue studies.

Recalled to the stand, Vice-President Shouse of WLW, was cross-examined further by Mr. Porter in connection with station exhibits.

Technical Supervisor Rockwell likewise was recalled and placed in the record figures on the cost of the original 50 kw. WLW transmitter and building. The initial cost was $210,275 for these two items plus $41,711 for towers and bases and approximately $8,000 for plumbing, ventilation and miscellaneous expenses.

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Gerald T. Branch, research engineer of WLW, placed in the record an exhibit showing stations within the one-half millivolt line of the 500 kw. WLW transmitter. Listed were 22 stations in Ohio; 19 stations in Indiana; 15 stations in Michigan; 3 in West Virginia; 6 in Kentucky, and 8 in Illinois.

Data on NBC Stations In WLW Area Offered

Hugh M. Beville Jr., chief statistician of NBC, placed in the record three exhibits dealing with network traffic over stations in the WLW area on the NBC networks, comparative rates of stations in the area and a breakdown of unit hours of sponsored programs carried on WLW and stations "under the gun" of the 500 kw. transmitter.

The exhibit dealing with NBC network sponsored station hours in the WLW area tended to show that programs broadcast over WLW in many instances also were transmitted over stations within its primary service area, and that the ratio of such duplicated features has increased from year to year to the present. Moreover, Mr. Beville testified that six stations in the WLW primary area had been added to the NBC networks since WLW began 500 kw. operation.

The summary of traffic in unit hours on Cincinnati stations also carried by neighboring stations covered the first week in April for the years 1934-1938. This revealed that WLW in 1938 carried 26.500 unit hours during the first week in April as against 21.063 over WSAI and WCKY, the competing NBC Network outlets. Mr. Beville explained that all three of the stations are optional Red or Blue outlets on the basic networks. WIRE, Indianapolis, an optional outlet also, carried 53.3% of the same commercial programs placed on WLW and 60.5% of those carried on the other Cincinnati stations.

WAVE, Louisville carried 57.1% of the WLW commercials and 17.2% of the other stations during the first week of April, 1938. WCOL, Columbus, carried 12.3% of WLW's programs and 20.2% of the others; WGBF, Evansville, carried 4.7% of WLW's programs and 3.6% of the others; WBOW, Terre Haute, carried 8.5% of WLW's programs and 4.7% of the others, and WGL, Fort Wayne, carried 7.5% of WLW's programs and 4.7% of the others.

Cross-examined by Mr. Porter, Mr. Beville brought out that the rates of optional stations on the NBC networks in the area adjacent to WLW totalled $1120 per hour when WSAI was used as the Cincinnati outlet, and $1200 per hour when WCKY was used. He pointed out that the $1200 rate was exactly the same as the WLW one-hour rate.

Asked whether such large advertisers as Procter & Gamble and General Mills used these optional stations for advertising purposes together with WLW, Mr. Beville said he did not have that precise data but he believed these programs are on WLW. Mr. Porter asked the witness whether the fact that WSAI was owned by the Crosley company resulted in any effort to place more of the optional programs on WSAI than on WCKY.

Mr. Beville said it was not a matter of selection but that the rate plus the station coverage factor had to be taken into account. WSAI has a $240 hourly evening rate as against a $320 hourly evening rate over the network for WCKY. He said he "knew of no policy" to sell WSAI and WLW against WCKY.

Tells of Depreciation Rates for Transmitter

E. C. Ellig, comptroller of the Crosley company, testified as to depreciation rates used in connection with the 500 kw. transmitter. In 1937, he declared, the rate of 6.9% was used. With the 50 kw. transmitter, which already has been fully depreciated, he said a rate of approximately 18½% was used. Upon installing the 500 kw. amplifier to be used in conjunction with the 50,000 watt transmitter, he said the first rate used on depreciation was 17½% but that the Internal Revenue Bureau felt it was too large and that the matter now is in arbitration. The rate of 6.9% proposed, he said, probably is more acceptable to the government.

In tracing the depreciation history of the WLW transmitters, Mr. Ellig declared a rate of approximately 18% was established in 1931 and 1932. In 1933 the entire investment on the 50 kw. transmitter was written off.

Asked by Commissioner Craven regarding the depreciation rate of a 500 kw. transmitter as against a 50 kw. transmitter, Mr. Ellig said the cost of the former is so much greater that it probably would have to be depreciated over a longer period of time.

Responding to Mr. Porter, he said the 500 kw. amplifier for the years 1934 to 1937 was depreciated at a rate of 17½% and that for the last fiscal year the depreciation was at the rate of 11% so that approximately 63% of the initial cost has been written off.

WLW Continues Case Into Second Week

The second week of the hearings began June 13 with WLW continuing its case in connection with the rules and regulations, as distinguished from its experimental renewal hearing scheduled to get under way immediately following the formal hearings on the rules. Up to this point, nothing sensational had developed. The brunt of the Commission questioning had been handled from the outset by Commissioner Craven. Chairman Case had asked a number of perfunctory questions. Commissioner Payne had not made a single inquiry.

Recalled to the stand for the third time, Technical Supervisor Rockwell placed in the record typical figures governing cost of 50 kw. and 500 kw. transmitters. A new 50 kw. transmitter together with tower and transmission line costs about $210,000, he testified. A 500 kw. transmitter with antenna, transmission line and building would cost approximately $470,000.

Meredith S. Runk, head of the merchandising research department of WLW, placed in the record three separate maps showing analyses of the post card survey on reception made in 1935 by the FCC. The FCC had shown in its survey that WLW was the first choice of listeners in 13 States and the second choice in six others. The WLW breakdown of the same cards, projected somewhat further than the FCC's survey, disclosed that WLW was the first choice in 14 States and second choice in nine others. Maps introduced in the record showed county-by-county breakdowns listing WLW's position as first and second choice. These were based on mail breakdowns from the clear channel survey, he said.

Rural Electrification Declared a Problem

G. F. Lydorf, development and research engineer of WLW, who designed most of its technical equipment, was examined by WLW Counsel Patrick regarding measurements of WLW signal strength from 1933 to 1935 which included operation with both 50 and 500 kw. Exhibits tended to show the good service signal of the station under varying conditions and at varying distances from the transmitter.

Mr. Lydorf pointed out that the trend toward increased electrification, especially in rural areas,

WRITE for bulletin listing complete line of Water and Air Cooled Transmitting Tubes.

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 Washington St.

Brooklyn, N. Y.

Two Outstanding Favorites in Crystal Pickups

In Models B-10 and O-7, Astatic Engineers provide the field of sound reproduction with crystal pickups of the highest type, designed for professional use and radio phonograph combination installations, respectively. Both include Offset Head and other improved features. Full year guarantee. "See them at the Chicago Show."

B-10 LIST PRICE $17.50

O-7 LIST PRICE $6.50

ASTATIC MICROPHONE LABORATORY, Inc.

Dept. 0.6 Youngstown, Ohio

Licensed Under Brush Development Co. Patents

ASTATIC

will necessitate more power for stronger signals to override other interferences. Declaring this a "long time variable", he said, however, it is steadily increasing.

Mr. Lydorf held that program or signal duplication in rural areas is desirable and necessary under the present broadcast structure. Some overlapping even of primary service is desirable, he declared, so that every area may get at least one usable signal.

Under cross-examination by Commission Counsel Porter, Mr. Lydorf said there was duplication in the primary service area of stations, notably in the Northeast, but that no technical determination had been made of such duplication as a general thing.

Commissioner Craven asked if WLW had lost some of its preferential standing since the 1935 survey and the witness responded he did not know. He said that 1935, from the propagation standpoint, was a good year. He said it was fair to assume that listener response is influenced by signal intensity and program, again responding to Commissioner Craven. Generally speaking, he said, the survey has shown listeners preferred local stations when their signals were good, and that this applied in the case of WLW service.

Signal Intensity vs. Program Quality

Mr. Lydorf also pointed out that the ranking of WLW or any other station in the survey did not mean that all listeners in an area listened to that station primarily, nor that even a majority did so. He added that at times the actual percentage of popularity was as low as 10%. He conceded that signal intensity in the secondary field may be responsible for a particular station's rank, and that raising or lowering its power could affect its popularity with listeners, although most listeners were concerned more with program than with signal intensity.

When Mr. Patrick objected to quizzing of his "technical expert" witness (Mr. Lydorf) on points of listener interest, Commission Counsel Porter contended it was proper cross-examination to question the witness on WLW's exhibit based on the FCC survey of 1935. Mr. Patrick commented that the exhibit was simply an interpretation of the Commission survey and urged that the Commission's new survey be made public rather than "theorizing" on the old. Chairman Case ruled that Mr. Lydorf answer questions "as completely as possible" from his technical and general knowledge.

Dr. Richard R. Mead, instructor in the marketing department of Wharton School of Finance & Commerce, introduced as an authority on merchandising, marketing, and advertising, entered exhibits showing distribution of the national advertising dollar among radio, newspapers and magazines, based on figures of the Department of Commerce. Dr. Mead pointed out that the FCC questionnaire set 1937 radio advertising revenues at $117,909,000 for gross time sales, and $11,265,000 for talent sales, a total of $129,174,000. Chain and spot broadcasting by national advertisers amounted to $91,000,000, he said, 25.4% of this amount going for spot.

Responding to Mr. Patrick, Dr. Mead said he did not believe any ceiling had yet been reached for expenditures in national radio advertising because (1) in the last four years there has been an upward trend in the ratio of radio advertising dollars against newspaper and magazine advertising revenue, and (2) despite phenomenal growth, radio still takes less than 25% of the national advertiser's dollar, and its continued growth is restricted only by the relative extent of services offered by competitive mediums.

Dr. Mead observed that while the advertising revenues of newspapers and magazines had dropped 11.6% and 5.5%, respectively, during January and February, 1938, against January and February, 1937, radio revenue was up 14.9%.

To support the contention that superpower operation is no bar to the granting of local stations, WLW Engineer Branch, recalled to the stand, introduced a series of exhibits dealing with FCC applications, tracing their costs through the Commission to the grant, denial or dismissal stage.

A summary of applications, based on tabulations computed from issues of BROADCASTING, showed that from July, 1934 to January, 1937 (during which time WLW operated with 500 kw), 868 applications had been received by the FCC, of which 118 were granted, or 13.6% of the total. The FCC denied 179 applications, or 20.6%, while 158 were dismissed and 413 withdrawn. From Jan. 1, 1932 to July 1, 1934, when WLW operated with 50 kw., his computation showed 340 applications received, of which 47, or 13.8%, were granted. Seventy-six, or 22.3% were denied, 46 dismissed, and 171 withdrawn.

Graphs showing breakdowns of station grants in particular states over the period Jan. 1, 1932 to July 1, 1934, and from July 1, 1934 to Jan. 1, 1937, also were introduced, with the objective of showing that individual States have not been denied increased facilities because of WLW superpower operation.

New FCC Tables Are Introduced

When the hearings resumed June 14, Commission Counsel Porter offered for the record three additional financial tables prepared by the FCC Accounting Department pursuant to the request made by Clear Channel Counsel Caldwell. Supplementing the 27 tables and analyses offered for the record at the opening day, the new tables dealt with revenues of stations lying within and outside the one-half millivolt contour of dominant clear channel stations, which made up two of the computations, and a third showing an analysis of radio homes, retail sales and station net sales by states and broadcast regions.

Table No. 28 showed that 213 stations located outside the primary night time service area of dominant clear channel stations had net sales of $11,436,003; total expenses of $9,645,448, and net broadcasting revenues of $1,790,555 with net income of $1,442,377. The term primary night time service area was defined as an area, the outer limits of which is the one-half millivolt contour.

Table No. 29 showed the income

REGIONAL chieftains at FCC hearings; at left is Dr. Greenleaf Whittier Pickard, veteran engineer and inventor and chief engineering witness for the National Association of Regional Broadcast Stations opposing superpower, discussing matters with John Shepard 3d, president of NARBS and prime mover in the regional group.

WRVA Limits Serials

WEIGHING the prevalence of serials on the air, WRVA, Richmond, has announced a policy of presenting no more than two script shows successively in scheduling future bookings. This ruling adds to past policy pronouncements of WRVA: banning advertising of beer, wine, liquor, and small loan enterprises, along with laxative and kindred accounts after 6 p. m.

items of stations within and outside the primary night time service area of dominant clear channel stations. 350 stations within the primary area had net sales of $40,457,057, total expenses of $33,955,338, net broadcasting revenues of $6,501,719 and net income of $5,199,720 as against the figures quoted for the 213 stations outside the area. All figures were for the calendar year 1937 as were the other FCC breakdowns.

Table 30 was a compilation of radio homes, retail sales and station net sales by states and broadcast regions made up of data procured from the Census Bureau, Joint Commitee on Radio Research, Census of Business 1935, and from responses by broadcast stations to the Commission's financial questionnaire.

Rate Trends by Station Classes Are Shown

Engineer Branch resumed the stand June 14 and offered 22 tables and graphs showing rate trends of clear channel, regional and local stations from 1930 to January, 1938, compared with WLW operating on both 50 kw. and 500 kw.

Pointing out that the exhibits were based solely on percentages, Comdr. Craven asked how WLW's rates compared dollar-for-dollar with the rates of the stations cited. Mr. Patrick, declaring that "generalization would be misleading", said he would present dollar-and-cent rate comparisons in a few days in order to "give a complete picture of the rate structure." He added that generally speaking, he thought, the Chicago rate structure was not as high as Cincinnati (WLW), which is more like that of metropolitan New York.

Interrupting the WLW case, WCAU, Philadelphia, began presentation of its plea for a Class 1-A assignment in lieu of the 1-B or duplicated channel position allotted it under the new rules and also under the proposed Havana Treaty. Ben S. Fisher, WCAU counsel, asserted that while WCAU had no intention of entering into a "superpower controversy at this time," it nevertheless felt it was entitled to a clear assignment by virtue of its pioneering public service record and status in Philadelphia.

John Leitch, WCAU chief engineer, outlined the history of the station. He pointed out that experimentation undertaken over the last six years has entailed an expenditure of some $50,000. He presented exhibits showing cities slated for 1-A assignments. He pointed out that Philadelphia has a population of 7,600,852 within a radius of 75 miles and ranks second among the score of cities in which Class 1-A assignments would be placed, though Philadelphia is not one of them. A second exhibit showed that Philadelphia ranked eighth among the 21 cities when calculated on the basis of population within a radius of 720 miles of the 20 cities proposed for 1-A classification

Also scheduled to appear for WCAU at the June 15 session was Dr. Leon Levy, president of the station, who was prepared to present a statement covering the station's operations from its establishment and to cite the desirability of giving to Philadelphia a 1-A assignment.

Incomes of Stations In WLW Area Analyzed

Dr. Mead followed Mr. Leitch to the stand, presenting a series of analyses of information secured from FCC files "to see if the trend of income in the WLW area shows any discrepancy with the country-wide income trend". One exhibit showed income increases from 1933 to 1937 of 190.8% for WLW, 166.3% for clear channel stations, 207% for 1 kw. stations, 118.3% for less-than-1 kw. stations, and 119.4% for local stations—an average gain of 117%.

Responding to Comdr. Craven's query as to the probable situation "if there were ten 500 kw. stations in the present WLW area", Dr. Mead explained that although high power would probably be an added attraction for national advertisers, the trend has been toward greater distribution through duplication by national advertisers, and a high-power program would not necessarily doom small stations. He qualified this statement as applying only to the particular WLW area and did not attempt to apply this reasoning to other parts of the country.

Dr. Mead pointed out that the national advertiser was interested in gaining the support of the local merchant as well as the local buyer and would use all media necessary to reach them. He added that since, according to the FCC survey, local stations derived only about 12% of their income from national advertisers, the most a large station could be expected to gain, even if it took over all the

national accounts, would be one-eighth of the small station's business.

"The local merchant feels that radio does him more good," he commented, explaining that the merchant generally hears both the program and listeners' comments, although he may not read printed advertisements for products he handles.

Analyzes Accounts Carried by WLW

To combat allegations of WLW's monopolization of national business in its regular service area, a series of Commission exhibits were offered by Dr. Mead. One showed that during 1937 there were exactly 10 NBC accounts carried by WLW which were not duplicated by other stations in its two millivolt or primary service area. Among these were American Rolling Mills, H. Fendrich, Horlick's Malted Milk Co., International Silver Co., Jell-Sert Co., Luden's Inc., Rea Silk Hosiery Mills, Shell Union Oil Corp., David A. Smart, publisher, Wasey Products Inc., which constituted 48 "program months".

For the first three months of 1938, NBC accounts carried by WLW and not duplicated in its 2 mv. area totaled five—H. Fendrich Inc., Kellogg Co., Horlick's Malted Milk Co., Mennen Co., and Swift & Co., for a total of 17 "program months".

Another exhibit listed NBC accounts carried by WLW and not duplicated by other stations in its 2 mv. area for 1933, or prior to its 500 kw. application. In that exhibit there were 23 accounts listed for a total of 151 "program months".

A fourth exhibit showed NBC accounts carried by stations in the WLW 2 mv. area for 1933. These listed approximately 100 national accounts. The total showed WLW carried 399 "program months" of such accounts during the year; WSAI, 235; WCKY, 153; WIRE, 56; WAVE, 5, during the 1933 year. The source of this information was given as the NBC statistical department.

Station's Radio Columns Aid Golden Gate Audience

WHEN San Francisco metropolitan dailies dropped their radio columns on May 30, three local stations immediately inaugurated a "radio column of the air" calling attention to forthcoming programs. Clarence B. Juneau, KYA manager, started the idea, and ordered a daily air column giving equal publicity to the programs of all San Francisco stations, along with buildups of its own programs. Some comment and gossip is being used along with the program news. The broadcast is presented at 4:45 p. m. and is written by J. Clarence Myers, KYA publicity director.

KFRC, Mutual-Don Lee station, is broadcasting a five-minute and a 15-minute period of radio news, but confines it to the programs released by its own station. KSFO, CBS station, is presenting two similar periods of news about KSFO releases. Neither NBC outlet, KPO or KGO, had planned any programs of radio news beyond customary daily program resumes.

STORE ANNIVERSARY
Brings 3½ Hour Program to KVI, in Tacoma

ADVERTISING plum fell into the lap of KVI, Tacoma, Wash., recently when the local Rhodes Department Store bought 3½ hours to promote its 46th anniversary, concentrating its entire advertising budget on KVI. Novel slant was the fact that each of the programs was devoted to some particular department of the store, such as an *Aloha* show of Hawaiian music in the interests of the Rhodes Surf Shop.

Highlight of the day's series was an hour program from the store's auditorium featuring a fashion show which contrasted styles of the Victorian era with modern fashions. Included were *Mike Men's Mixup*, a quarter-hour show dramatizing mistakes made by announcers, and *Sports Slants*, featuring Jerry Geehan, KVI newscaster. The program schedule was worked out by Ed Jansen, KVI commercial manager, and directed by Kay Kelly, editor of KVI's *Woman's Page of the Air*.

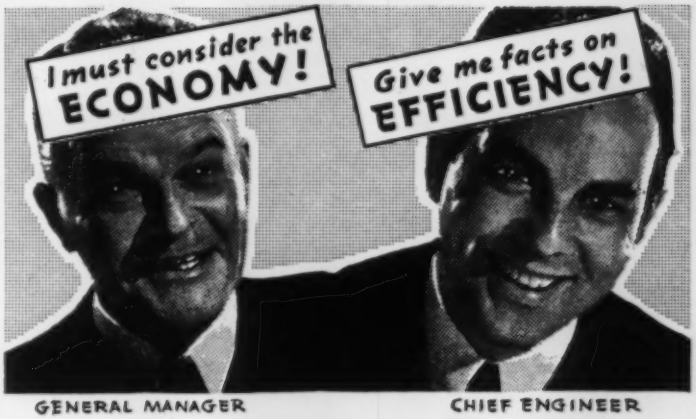
Summer Dramas

DRAMAS and comedies of America's "rural theater", plays produced countless times in crossroads auditoriums for audiences who have never seen a city theater, form the basis of a summer series on CBS, titled *Four Corners Theater*. Broadcast on Friday evenings throughout the summer, the series will start July 1 with *Aaron Slick of Punkin Crick*. NBC is likewise presenting a summer series of American dramas this year, radio versions of 11 Pulitzer prize plays, broadcast on Thursdays from June 2 to Aug. 18.

SALESMEN and staff-members who contact the public for KWTO-KGBX, Springfield, Mo., have new lapel buttons, designating their connection with the stations. The small gold squares were specially designed for the Springfield stations.

FIFTY-FIVE members of the Tacoma Engineers Club played at a big clambake at the KVI, Seattle, transmitting plant on Vashon Island, in Puget Sound between Seattle and Tacoma. Club president Jim Wallace, KVI chief engineer, was host.

WBNS
COLUMBUS
ALL YOU NEED IN CENTRAL OHIO!
John Blair & Co. Representatives
1000 WATTS NIGHT
5000 WATTS DAY



GENERAL MANAGER CHIEF ENGINEER

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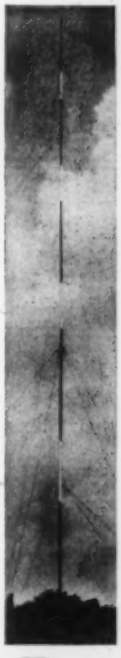
Vertical Tubular Steel Radiators
give you both!



Now is the time for you to get the facts and figures on the amazing records Lingo Radiators have achieved.

Construction time is here . . . if you are planning or even *thinking* about a new antenna system . . . *do it now* . . . but first be sure you have seen or heard Lingo's sensational story. After you know these advantages, your entire expectations of Antenna *Performance—Efficiency—Cost* will be altered . . . for Lingo has actually introduced new factors never before thought possible.

Check the exclusive *PLUS* features

OPTIMUM PERFORMANCE—actual working and field tests prove that Lingo Radiators give within 3% of 100% efficiency—a record not yet attained by any other antenna system now in use. . . . *LOWERED COSTS*—savings up to one-half have been effected by our single responsibility of constructing and erecting each radiator. Complete prices quoted in advance. . . . *5-YEAR INSURANCE*—protection at no extra cost during this time against loss or damage. . . . *RELIABILITY*—in the 40 years we have been constructing and erecting vertical structures THERE HAS NEVER BEEN A FAILURE!

Free! *The entire, interesting story is told in our brochure "New Standards for Vertical Radiators," gladly sent on request to interested station managers and engineers. Write to —*

John E. Lingo & Son, Inc. *Est. 1897* **Camden, N. J.**

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An Organization of
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They Never Miss . . .
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

Late News and Personal Notes

EWING BUTLER HAWKINS, son of the chairman of the board of Scripps-Howard Newspapers and an executive of Scripps-Howard Radio Inc., and Jean Chatfield Clark, daughter of the owner of WNBF, Binghamton, N. Y., were married in New York June 11. The bride's father is also president of Wylie B. Jones Advertising Agency, New York.

RAY N. PETERSON, formerly with Minnesota Valley Canning Co., Le Seur, Minn., and Erwin-Wasey & Co., has been named advertising manager of Stokely Bros. & Co. and Van Camp's Inc., Indianapolis.

WILLIAM H. GREEN, for three years personal representative for Dave Rubinoff, violinist, has resigned to join Music Corp., of America, in Chicago.

A. O. COGGESHELL, program manager of WGY, Schenectady, and Mrs. Coggeshall were recipients of a handsome silver set from members of the WGY staff this month on their 25th wedding anniversary.

MERWYN LOVE, formerly of KOAM, Pittsburg, Kan., has joined the production staff of KWTO-KGBX, Springfield, Mo.

HORTON MOSHER, of the engineering staff of WGY, Schenectady, has returned to work after a two-month absence due to illness and an operation.

JOHN G. GRAY, formerly of WBBM, Chicago, and WCOA, Pensacola, Fla., has joined the announcing staff of WDOD, Chattanooga, Tenn.

ALVIN ROBINSON, junior NBC announcer, has been appointed senior announcer, succeeding the late Neal Enslen.

RITA McCUSKER, traffic manager of Mutual Network until last fall, on June 8 joined McCann-Erickson, New York, as detail manager in the radio department, a newly-created post.

EARL McGILL, CBS casting director, left New York June 10 for Iowa City, where he is conducting a two-week course on radio production at the University of Iowa. On July 7 McGill will start a six-week course on program technique at New York.

J. LLOYD WILLIAMS, time buyer for J. Stirling Getchell, New York, will return to his desk June 27 from a two-week vacation in New Jersey.

WCPO, Cincinnati, and WMPS, Memphis, have appointed Weed & Co. as national representative. Both stations are operated by the Scripps-Howard interests.

WARREN WADE, formerly with NBC artists service in New York, has joined the network's television staff as production man.

PAUL BRAKE, formerly with Pan American Airways, has replaced Gilbert Wolf, resigned, on the engineering staff of WQAM, Miami. Joaquin Ossoria, WQAM Cuban exchange engineer, has rejoined the staff of CMC, Havana.

RALPH TALLEY, 56, chairman of the board of the Charles W. Hoyt Co., New York agency, was found dead in his apartment at Kew Gardens June 13, a suicide. He had been ill recently.

Too Late to Classify

Wanted to buy 100-250 station in market not less than 30,000. Cash or terms. Box A11, BROADCASTING.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted: Combination man, must be good announcer, know something about sports and have a radiotelephone first class license to do relief operating. Box A5, BROADCASTING.

Operator, announcer and transradio press man for new western station. Write in detail including salary. Box A10, BROADCASTING.

Experienced transcription salesman; newly equipped studio, drawing account when ability is proven. Mr. Gray, Eldorado 5-0780, New York.

Situations Wanted

Experienced writer-producer-announcer. Go anywhere. Formerly with NBC Los Angeles stations. 378 Bella Vista, Pasadena, Cal.

First class radiotelegraph, radiotelephone operator unemployed. Graduate RCA Institutes, three years United States Army Signal Corps, one year Pan American Airways. Code speed 40-45. Robert Edwards, Essex, Conn.

Young announcer, able in production and directing, desires position with progressing western or southern station. Also write scripts and continuities. Excellent references if desired. Box A7, BROADCASTING.

Chief Engineer

Do you want a permanent chief engineer (ten years experience) who is capable, ambitious, sincere, efficient, loyal, progressive and foresighted? Please write Box 989, BROADCASTING.

SKILLED WRITER

All-round writer available immediately. Experienced in continuity, news, publicity, production; formerly with major outlet. Newspaper background. University graduate, age 23. Go anywhere. BROADCASTING will relay your wire to me. Box A8, BROADCASTING.

Situations Wanted (Con'td.)

First radiotelephone, RCA graduate, 3 years A amateur. Broadcast or other radio work. Box 999, BROADCASTING.

Employed announcer wants change. Will go anywhere. Voice recording on request. Box A2, BROADCASTING.

Announcer, eight years experience, now working high powered regional, desires change. Box A4, BROADCASTING.

Broadcast engineer operator employed in small station desires change. Will go anywhere. Box A3, BROADCASTING.

DO YOU WANT AN OPPORTUNITY

To give a young engineer a satisfactory service record on his first class radiotelephone license? RCA graduate. Can copy code, design and build radio apparatus, and sell advertising. Will go anywhere. Small salary. Box A1, BROADCASTING.

For Sale—Equipment

Western Electric 12-B 100-watt transmitter, excellent condition, used approximately one year, complete with set of tubes and set of spares. Standard original modulated driver for 1000-watt amplifier. Price $1795.00. Box A9, BROADCASTING.

Wanted to Buy

Will purchase all or part interest in station wherein it is potentially productive under capable management 100 to 1000 watts. Price must be reasonable. Box A6, BROADCASTING.

For Rent—Equipment

Approved equipment, RCA TMV-75-B field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; G. R. radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

Guestitorial

WHO WRITES AGENCY RADIO COPY?

By HARRY W. PASCOE

IN READING some of the radio advertising copy emanating from many of the foremost agencies, the question arises: "Who in heaven's name writes it? And *why?*"

It is obvious in many cases that the person assigned to write certain copy either forgot all the fundamental rules of English grammar or else he never knew them. For example, the mistake is almost invariably made of writing "be sure AND listen"—"be sure AND ask your dealer", instead of "be sure TO listen"—"be sure TO ask your dealer". And yet, the former phrases are heard daily over nearly every radio station and the networks.

A classic example of what it takes to be a writer of radio copy in an advertising agency is the following almost unbelievable excerpt from some copy recently submitted to a leading radio station in New York City: "Everyone knows that fresh green vegetables are supposed to be good for you. But did you know that the minerals and vitamins which are supposed to make vegetables so valuable are sometimes sadly deficient in those self-same vegetables? In other words, carrots and spinach, for example, may look like carrots and spinach but be sadly lacking all the elements that make carrots and spinach good for you. That's because the soil upon which they are grown is exhausted—robbed of its minerals by rains which wash them away in brooks and rivers into the sea. *And that is the reason why we have dust storms in the Southwest and often poor crops and barren waste lands.*"

Now try to figure that out! In the first place it is not correct to say that "everyone knows that fresh green vegetables are *supposed* to be good for you" because everyone knows that they are. Then, why say "supposed"?

Secondly, there is too much repetition of the words, "carrots and spinach", and thirdly, after vegetables have been taken from the ground and made ready for consumption, it is incorrect to use the present tense as in that part of paragraph cited which reads: "That's because the soil upon which they *are* grown *is* exhausted". It should read "upon which they *were* grown may have been", or "was exhausted."

One Smiles, Doesn't One!

But the climax is reached when the brilliant writer of that particular copy added: "And that is the reason why we have dust storms in the Southwest and often poor crops and barren waste lands." What a fertile imagination! He might have better added: "And that is why we have depressions and recessions!" It would have made just as much sense, if not more.

After wading thru copy such as the above, day after day, one can not help but smile as he thinks of one of the requirements exacted by most advertising agencies for a job as a copy-writer in one of their establishments. Invariably, they will ask, "have you had agency experience?" What a laugh! In other words, it makes no difference whether or not the applicant knows the ABC's of the English language, just as long as he has had "agency experience".

It appears that agencies prefer to promote mailboys gradually until they are assumed to know all about writing copy, rather than employ people who really know how to write convincing and sensible material that will put over a sponsor's product.

There are some mailboys, of course, with real intelligence and possessed of splendid educations who can some day qualify to write good advertising copy. Judging from some of the copy that comes from many of the agencies, however, there are certain writers who never should have been promoted from their positions as mailboys. They have had agency experience, to be sure, but they are still just good mailboys. Perhaps the heads of many of the big agencies could brush up on the rules of the English grammar. Then they would be better able to judge the true worth of some of the moronic copy sent out by their writers.

Players Rated

GIL MARTINO, sports commentator of WDRC, Hartford, has devised a new system of compiling averages of baseball players. He sums up players' averages in nine departments to reach the final figure. Included are batting, fielding, slugging, bases-on-balls, runs batted in, runs scored, stolen bases, sacrifice hits and trips to the plate. Allen Gould, Associated Press sports editor, wrote a story for nationwide release through that service in which the system is described.

Orator Joins KOY

Mr. Janson

JOHN JANSON, of Phoenix, Ariz., winner of the American Legion national oratorical championship, has joined the staff of KOY, Phoenix. He is heard nightly as news commentator, the program going to the Arizona Network.

FINCH
FACSIMILE SYSTEM
PATENTED & PAT'S PEND'G.

LEADS THE WAY

FIRST to open the NEW field in "Home" Facsimile broadcasting.

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For specialized and intimate approach to the FOREIGN RESIDENTS
69%
OF METROPOLITAN NEW YORK
the answer is WBNX NEW YORK
1000 WATTS DAY AND NIGHT
The Station that Speaks Your Language

House Repudiates Radio Probe

(*Continued from Page 16*)

is just about as reliable in talking about the Crosley station as he is in the other statements he has made," Mr. Harlan shot back. He charged that the reason behind the resolution was the charge of corruption by Payne whom he termed "a man of a persecution complex." He said that after making his charges against the Commission Payne was to appear later in executive session—"and came back with nothing."

"There is no more testimony to justify an investigation against the FCC since Mr. McNinch became head of it than there is to justify an investigation of the Federal Trade Commission or the Interstate Commerce Commission," he asserted.

"Mr. O'Connor is the only man on the Rules Committee who has taken any interest in this matter. Of course the Republicans have gone along with him but why shouldn't they want to see the Democrats engage in a mud-slinging contest."

Mr. Harlan criticized the proponents sponsoring the resolution of the late Rep. Connery in order to appeal to the emotions of the House.

Chairman O'Connor ended the debate as he began it — with a slashing attack on what he termed the "radio lobby". He denied that Commissioner Payne's appearance before the Committee had anything to do with the action taken on the resolution. He said two members of the Commission had voted for an investigation and compared the internal strife in the FCC to the TVA, of which an investigation has been ordered.

Mr. O'Connor conceded the resolution would be defeated before taking his seat. He attributed the attitude in the House against an investigation to pressure from administration circles and the work of the "radio lobbyists". He said Postmaster General Farley was the only man in high Administration quarters who "has not stuck out his chin" in opposing this resolution.

The Rules Committee chairman moved the previous question, which was carried. After a voice vote the roll was called and Speaker Bankhead announced the result. Rep. Harlan moved to reconsider the vote and lay that motion on the table, which sealed the death of the Connery Resolution.

McFarlane Votes Con!

The most amazing result in the roll-call was that Rep. McFarlane, (D-Tex.), who has made several impassioned addresses on radio on the House floor, and who appeared before the Rules Committee in favor of an investigation, voted against the measure.

The vote revealed that 227 Democrats were joined by six Republicans and one Progressive in defeating the measure. Voting in its favor were 64 Republicans, 26 Democrats and 11 Progressives and Farmer-Laborites.

Rep. Sabath, who voted to report the resolution out of Committee, voted against its passage. Rep. Driver and Smith, who voted to report the measure out of Committee, were not registered on the House roll call. Rep. Mapes, who did not vote in Committee, voted for passage in the House.

During the debate, the suggestion was made that the resolution proposing a general monopoly investigation in line with the President's recommendation should specifically include radio. This resolution was brought up later under suspension of the rules and therefore could not be amended, thus eliminating any instructions to this committee for special attention to radio.

On the Senate Side

In the midst of the agitation on the House side for an investigation of the FCC and the radio industry, Senator White (R-Me.) took the Senate floor on May 27 and delivered a speech in support of his resolution proposing a Senate probe. He reviewed the progress of radio since 1912 when the first legislation dealing with radio was passed and took the Senate into the possible future development of television. He contended the problem now facing the broadcasting industry involved questions of policy, such as chain broadcasting, monopoly, newspaper ownership, term of licenses, censorship and advertising—and it was up to Congress, not the FCC, to deal with them.

"I conceive it to be the duty of the legislative body to determine matters of fundamental policy, and to lay down the principles which shall guide an administrative body in the performance of its legitimate functions," he said, adding: "The FCC should neither have the right, nor should it have placed upon it the burden of determining questions of governmental policy."

Senator White made no charges against the FCC except failure to stop what he called "trafficking in licenses". He said Congress wrote into the 1927 and 1934 acts a provision "to prevent the assertion of a vested right in any license or in any frequency" but there had grown up "all sorts of financial transactions" in connection with transfer of licenses.

Wheeler Lauds McNinch

Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, joined in asking for passage of the resolution. Mr. Wheeler expressed high regard for the integrity and ability of Chairman McNinch but said in view of the "internal situation" in the FCC he thought the Senate should order an investigation.

"I'll say for myself that I haven't heard any evidence of wrongdoing in the slightest on the part of the Commission or any member of the Commission." Then another member of the committee wanted to know about program complaints. Mr. McNinch replied:

"Mr. Payne has made the statement that he has had hundreds of letters about so-called degrading programs—but not one of them has ever been brought to the attention of myself or any member of the Commission."

Then the discussion turned to Rep. Connery's charges published in that day's *Congressional Record* which several committee members pointed out charged by inference that improper relations existed between commissioners and radio companies. Judge Sykes arose and asserted:

Deny Company Connections

"Any intimation that I have connections in any way with NBC, CBS or any radio company, directly or indirectly, is absolutely false."

"I will say the same," declared Commissioner Brown, "though I might say that long before I became a member of the Commission I was a stockholder in Station WJAY in Cleveland."

Mr. McNinch declared, "I have never owned a dollars worth of stock in any radio company," and Commissioner Case said he had once owned some General Electric stock but was not now a holder of any radio stock whatever. Chairman O'Connor then paid tribute to Gov. Case as "an old classmate of mine at Brown" and "a fine gentleman". Rep. Sabath interjected to declare that "I never met the judge here, but he is one of the finest citizens in America." He was asked to identify "the judge" and pointed to Mr. McNinch.

The committee session adjourned on this note, with committee members freely stating to newspapermen that no evidence of wrongdoing on the part of the commissioners had been produced—one of them even characterizing the charges against the commissioners as "hearsay" and "farce".

Resolution Is Reported

Meeting in executive session, the committee by a vote of 7 to 6 reported the resolution offered by the late Rep. William Connery (D-Mass.) whose seat is now held by his brother, Lawrence. Since the other resolutions alleging wrongdoing on the part of the Commission were passed over and that of a deceased member selected, it was taken for granted that the Committee did not seriously regard the charges made by Mr. Payne. The Connery Resolution called strictly for an investigation of an alleged monopoly in radio. Rep. Cox said the testimony before the committee did not produce "a single breath of suspicion against the commissioners."

Commissioners Appear

(*Continued from Page 13*)

that no one ever charged in executive session that they ever saw an FCC member consorting with lobbyists." Mr. O'Connor asked Mr. McNinch, "Didn't you recognize seven lobbyists here last week?" He replied, "No."

Mr. Sabath inquired, "And no one but attorneys of the bar appear before the Commission? Are there men who are not lawyers busy appearing in one way or another trying to obtain matters before the FCC."

Cox Sees Nothing Wrong

"No one is permitted to appear before us except authorized attorneys," replied Mr. McNinch. He added that he had seen various individuals at the Commission who might be connected with radio companies but did not appear in cases.

Rep. Cox thereupon exclaimed:

75TH ANNIVERSARY of the Battle of Gettysburg, to be held June 29-July 6, will be covered with a series of NBC broadcasts, climaxed by an address by President Roosevelt July 3 on the Red network.

SUMMER CONCERTS of the Edwin Franko Goldman Band, to be heard for the 21st consecutive year from Central Park, New York, will be broadcast each Sunday by CBS from June 19 to August 14.

KATE

250 WATTS
1420 KC

Studios and equipment that are the envy of many older and more powerful stations—a listening audience that is large and loyal—and a territory that ranks at the top in cash income and general prosperity. May we prove to you the value of KATE for carrying your advertising message?

ALBERT LEA BROADCASTING COMPANY
E. ... Hayek, Pres.
Albert Lea, Minn.

Studios in
Albert Lea and Austin
MINNESOTA

We'll Saturate our Populous Secondary Area next month with

5,000 NEW WATTS

MISSOULA MONTANA KGVO 5000 WATTS 1260 K.C.

In the center of Western Montana — America's Summer Playground

CBS Affiliate

NORTHWEST'S LEADING RADIO STATION

KSTP

25,000 WATTS

OFFERS
LIFELIKE RECEPTION
NEW TRANSMITTER
INCREASED COVERAGE
BASIC RED NETWORK

MINNEAPOLIS SAINT PAUL

CBS Golfers Take Cup In Annual Radio Match

WINNING the third annual River Vale Radio Golf tournament, on June 10, CBS golfers repeated their victories of the two previous years over teams from NBC, WOR and WMCA, and took complete possession of the trophy put up by the River Vale Golf Club, Bergen County, N. J. Scores were: CBS, 550; NBC, 559; WMCA, 570; WOR, 667. Individual low score of 80 was shot by Horace Heidt, of NBC.

The Columbia team included Andre Baruch, announcer, captain; Howard Phillips, singer; Walter Pierson, manager, sound effects division; Buddy Clark, singer, and Al Rinker, production man.

In addition to Heidt, NBC's team included William Abernathy, Lyle Van, Ben Grauer and Clyde Lucas, announcers; George Fry, salesman. WOR was represented by Harry Carlson, production manager, captain; Jack Poppele, chief engineer; Jack Lowe, salesman; Willson Tuttle, announcer; Michel Roscoe, artist, and Otis Williams, salesman, and Jack Byrne, engineer, alternates. WMCA's team was headed by Richard E. Fishell, special events director, as non-playing captain; actual participants were Lou Hyams, Ira Herbert and Sec Hackett, salesman; William Weisman, vice-president and attorney; John Littlepage, WMCA's Washington attorney, and Si Perkins, performer.

RCA Golf Winners

EWEN C. ANDERSON, RCA license administrator, took first prize in the annual golf tournament of the RCA family, including NBC, with guests from RKO and Lord & Thomas, held at Rockland Country Club, near Nyack, N. Y., May 25. Mr. Anderson's low gross score was 79. M. L. Maier and A. E. Reoch of RKO were in second and third place. Frank Mullen, RCA, won a contest for shooting the ball nearest the pin on the short tenth hole. Mark Woods, NBC vice-president, shot the greatest number of par holes and E. J. King, RCAC, held high gross score. Players numbered 70, and 90 were present at dinner. Frank Jones, NBC artists' service, arranged the outing.

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Superpower Eliminated as Issue

(*Continued from page 9*)

hearings at the Capitol and in the handling of its routine business. Presiding was Chairman Case, with Commissioners Craven and Payne as regular members and Chairman McNinch sitting in occasionally as ex-officio member. Practically all of the examination from the bench was handled by Commissioner Craven, with FCC Counsel George B. Porter handling cross-examination for the Commission.

The Chief Developments

There were several significant developments during the hearing:

1. The Clear Channel Group did not ask for immediate assignment of 500 kw. to applicant stations—it simply requested change in the rules to make 50 kw. the minimum power so as to open the way for possible future superpower grants.

2. No opposition developed to horizontal increases in power for regional stations and local stations from 1,000 watts to 5,000 watts and 100 watts to 250 watts respecively on a full-time basis.

3. Release by the FCC of financial statistics on the industry, based on returns to its Order No. 38, proved a bombshell and resulted in last-minute alteration of the economic and social presentation of groups involved.

4. Evidence presented by WLW in the rules and regulations case purported to show that stations "under the gun" of its 500 kw. transmitter actually have substantially increased their business from NBC rather than lost such business since it began superpower operation four years ago, and that six stations have been added to the NBC networks during that time, tending to disprove economic contentions that WLW's operation spells "economic ruin" for stations in its primary area.

Present so-called clear channel stations slated for 1-B or duplicated operation under the rules made individual pleas for Class 1-A or actual clear operation. These included KPO, San Francisco; WCAU, Philadelphia, and WOR, Newark.

Regionals Yet to Come

As BROADCASTNG went to press, only the affirmative cases for retention of clear channels and for superpower had been presented. The National Association of Regional Broadcast Stations, formidable group opposing both superpower and retention of clear channels, had not yet begun its presentation, nor had local stations, represented by National Independent Broadcasters.

Thus far, the hearings have been orderly from the standpoint of their conduct and examination of witnesses. Pyrotechnics which had been predicted, particularly in connection with WLW, failed to materialize. Instead, all groups that had presented their cases up to the point of BROADCASTING's deadline, had done so in orderly fashion and without recriminations or outbursts of antagonism. Commissioner Craven handled the bulk of the examination of witnesses from the bench largely along technical and economic lines. Rulings on admissibility of evidence and objections were handled promptly and without reservation by Commissioner Case, presiding. Commissioner Payne had asked only one perfunctory question during all the hearings through June 14.

Hearst Deals

(*Continued from page 11*)

tions are under entirely separate management.

Thus far the only actual application for transfer of ownership filed with the FCC is that of KEHE to Mr. Anthony, who operates KFI and KECA in Los Angeles and who has also applied for authority to sell the latter station to Warren Worcester, of San Diego, for removal into that city. The final deal for the sale of WINS to Col. O'Brien, an attorney with homes in Washington, D. C. and Seattle, awaits closing on June 20, after which application for transfer is to be made to the FCC. No negotiations are known to be under way for the sale of KYA, San Francisco.

PAUL WING, director of NBC's *Spelling Bee* and formerly in charge of the network's children's programs, has written a boys' radio book, *Take It Away, Sam*, soon to be published by Dodd, Mead & Co.

THE VOICE OF MISSISSIPPI
WJDX
5000 Watts
JACKSON
N.B.C.
NOT "RECESSION" BUT—"PROCESSION"!
Mississippi Business placed 5.4% more new employees on its payroll during the 1st quarter of 1938 than were dropped according to State Unemployment Compensation Commission figures.
Jackson Banks report debits to individual accounts sharply higher than the seasonal depressed total for 1938—also higher than 1937. Standard statistics places Jackson debit gains above both State and Nation.
Money in circulation and increasing employment spells "Buying Power" in the area dominated by WJDX!
Owned and Operated By
LAMAR LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

COOL
Silently
AIR CONDITIONED BEDROOMS AT WASHINGTON'S MODERN HOTEL
Assure Healthful Sleep and Escape From All Outside Noises
Restaurants Lobbies
Public Assembly Rooms
Also Made Delightfully Comfortable By The Quiet Flow Of Fresh, Washed Air
Naturally Ventilated Bedrooms and Suites On Every Floor, If Preferred
Single Rooms from $4
Double Rooms from $6
All with bath, of course
The Air Conditioned MAYFLOWER
WASHINGTON, D. C.
H. L. POLLIO, Manager
NEW YORK OFFICE
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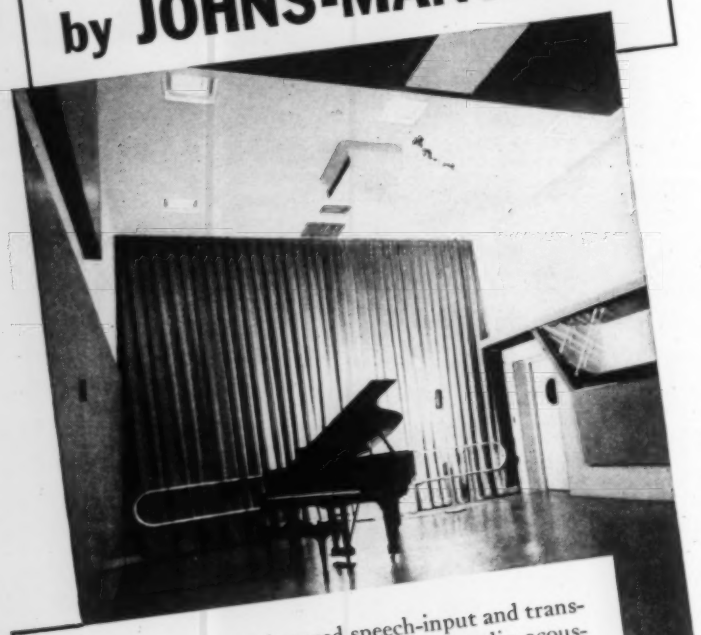
Perfect Sound Control

THROUGHOUT the FREQUENCY RANGE

in these new KNX Studios

by JOHNS-MANVILLE



AS new and more advanced speech-input and transmission equipment is developed, studio acoustics become more and more important. Keeping pace with mechanical developments in the radio field, J-M Acoustical Engineers are constantly improving methods and materials to safeguard high fidelity . . . create new broadcast quality.

The new KNX Studios, at Los Angeles, largest in the Columbia Broadcasting System outside of New York City, furnish a perfect example of how J-M Engineers have met exacting requirements.

The unusual architectural features employed, including the fact that no two walls are parallel, necessitated special acoustical studies. Johns-Manville Engineers, co-operating with CBS, solved every problem with J-M Acoustical Materials and the J-M System of Sound Isolation. In some locations special materials were developed to meet individual requirements. As a result, the acoustical background of all KNX Studios effectively absorbs low frequencies . . . yet leaves sufficient high frequencies to provide the necessary brilliancy.

And in many other stations from coast to coast, J-M Acoustical-Engineering Service has assured correct acoustical conditions. Your problems, too, whether in new or existing studios, can be solved efficiently and economically by J-M Engineers. For details, write Johns-Manville, 22 E. 40th St., New York, N.Y.

JOHNS-MANVILLE PRODUCTS

JOHNS-MANVILLE

SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

Equipment

WITH a Western Electric transmitter and two 230-foot Blaw-Knox towers on order, work starts June 15 on the new plant of WOL, Washington, at Chillum, Md., on the outskirts of the District of Columbia. William B. Dolph, manager, reports he expects the station to be ready for tests on its new 1230 kc. frequency with its new power of 1,000 watts by Aug. 15, with regular operation by Sept. 1. WOL is now operating with 100 watts on 1310 kc.

WIRE, Indianapolis, has purchased an RCA 5-D transmitter along with speech input equipment. WCBS, Springfield, Ill., has purchased a 1-G 1,000 watt transmitter, contingent upon issuance of a construction permit.

AMPEREX Electronic Products, New York, has prepared printed sheets describing uses and ratings of water-cooled tubes. Available, also, is complete engineering data for Amperex type water-cooled and air-cooled tubes 220C, 849A, 228A, 949H, 212E, 892.

COMPLETE RCA equipment has been ordered for the new WCOU, Lewiston, Me., recently authorized by the FCC to operate with 100 watts on 1210 kc., [BROADCASTING, May 15] Leslie Hall will be chief engineer. Lingo tubular radiator has been ordered, according to Bernard R. Howe, who will be general manager.

COMMERCIAL Radio Equipment Co. announces its removal to 7134 Main St., Kansas City, housing in one building its laboratory, monitoring service and new 1,000-watt experimental station on 26,450 kc.

UNIVERSAL Microphone Co., Inglewood, Cal., has issued two catalogues of latest equipment. One gives data on microphones and accessories; the other, information on recording machines.

WILLIAM HENRY SNOW, president of Radiotone, Hollywood, married Lois Wilde, film actress, in Los Angeles June 6. Mrs. Snow was Miss America of 1925.

APPLICATION for authority to install a new 264-foot vertical antenna and move transmitter to a new local site was filed June 1 with the FCC by KFJZ, Fort Worth local recently acquired by Mrs. Elliott Roosevelt. KFJZ is also applying for 500 watts on 930 kc.

ELECTRO-SOUND Products, Chicago, has been appointed midwest representative of Radiotone Inc., Hollywood manufacturers of instantaneous recorders.

THEY'RE TUNING IN WATL IN ATLANTA

IT'S A HABIT!

Atlanta listens to WATL Newscasts. Broadcast every hour on the hour Available for sponsorship

WATL ATLANTA

NAB on FCC Rules

(*Continued from page 35*)

cations to engage in business in that community.

On the question of competitive applications between a stranger to a community and a local person or group, a different question is suggested. In specific cases where the facts show public interest would be served thereby, the Commission undoubtedly has the duty to accord preference to the local group. However, it appears unnecessary to incorporate as a matter of regulation any provision that might deny a community broadcasting service. In an individual case, the Commission through its decision could develop the standard of local residence as between competing applicants as a matter of Commission policy. Such a decision could serve as guide for the industry and for future Commission action. The Commission is, of course, familiar with the language used by the U. S. Court of Appeals for the District of Columbia in the Pottsville case wherein it was said:

"If the Commission should be of the opinion, upon reconsideration, that the application ought not to be granted because a stranger to Pottsville has a controlling financial interest in the applicant corporation, and should announce such a policy with relation to the grant of local station licenses, confining them to local people, we should not suggest substitution of another view. *But in saying this we are not unmindful of the obvious fact that such a rule might seriously hamper the development of backward and outlying areas.*"

Technical Experiments

We desire to urge upon the Commission the same doubts as were expressed by the court concerning the wisdom of such a policy.

The third of the proposed regulations to which the NAB excepts is sub-section (b) of section 3, rule 31.12. This is the regulation having to do with special experimental authorizations. The NAB has urged that sub-section (b) be stricken.

It is obvious that the Commission desires to encourage and foster technical experimentation. To prohibit the commercial utilization of special experimental authorizations might constitute a backward step and remove an incentive for individuals within the industry to devise new and improved techniques. It is our position that this provision is unnecessary and that its deletion from the regulations will in no way inhibit the Commission in the proper exercise of its regulatory powers to achieve whatever results were intended by the rule.

It is desired to observe at this point that should this particular provision be adopted and enforced retroactively, considerable hardship and confusion would result. Commission records show that at the present time there are a total of 22 licensees which now hold special experimental authorizations. These facilities are being utilized for commercial programs.

Among the outstanding special experimental authorizations, 10 broadcast stations which formerly shared time are now operating full time. Under the proposed regulations and the Inter-American Treaty, provision has been made for each of these stations to ob-

tain a regular assignment. Five regional stations, which were granted increases in power by experimental authorizations because of interference from foreign stations, will be accommodated on a regular basis when the treaty is ratified. The hours of operation of two part-time stations were increased by an experimental grant and provision has been made for these under the new rules. Of the remaining five, four are doubtless to be provided for by the new rules and the fifth, WLW, will have a hearing upon the renewal of its grant following this proceeding.

When the proposed rules become effective and the treaty is ratified time will be required to file and perfect the application to obtain the regular grant. Additional time will be required in many instances for the installation of new equipment. Presumably this particular provision if adopted would be suspended during the interim between its effective date and the time the present experimental licensee gets on the air under his regular assignment. Doubtless some of these licensees will appear individually at these proceedings and ask for clarification of this point. However, it is submitted that should this particular provision be adopted appropriate language might be included to assure the present experimental licensees that the rule is intended to operate only prospectively.

The final point which will be dealt with here concerns the present licensing policy of the Commission. The NAB has suggested that Rule 31.14 should be amended by providing for a normal license period which corresponds with the maximum period provided in the Communications Act of 1934, and in any event for a period of not less than one year.

I have undertaken on another occasion to express my own views and those of the industry on the question of the short-term license. I do not desire to be repetitious, but it is necessary to some extent, to express the views of the industry. * * *

The hearings on these regulations are an important step in the evolutionary development of radio in this country. The Inter-American treaty is another signal advance towards technical stability.

The NAB hopes for the immediate ratification of the treaty. When this agreement is made effective, the problems of interference with our neighbors to the South and the North will have been settled. The threat of a race for power by border stations and the occupany of frequencies utilized by broadcasters in the United States will have been removed. The negotiation of this agreement constitutes a genuine service to the American public and to broadcasters. Failure to ratify by this nation would, in our opinion, be a major catastrophe as in future negotiations for another agreement, this nation could not expect to maintain the advantages it now possesses.

With the adoption of these regulations and the ratification of the treaty the radio industry of this nation will be in a position to move forward. It is the opinion of the NAB that an extension of the present license period is an important part of the opportunity now presented for greater usefulness of radio.

TO PROVE the value of navigation on the Arkansas River, 100 Tulsa business men took a tour of inland ports. On the train were J. T. Griffin (right), president of KTUL, and Wm. C. Gillespie, KTUL general manager, who were so pleased with the successful tour that they opened shop in their stateroom, started shaking hands.

Paley Awards Trophy

WILLIAM S. PALEY, president of CBS, on June 9 presented the second Paley Amateur Radio Award to Robert T. Anderson of Harrisburg, Ill., for valiant service during the 1937 flood emergency in the Ohio River valley. At the presentation luncheon Rear Admiral Russell Randolph Waesche, Commandant, U. S. Coast Guard, and Captain Stanford C. Hooper, U. S. Navy, joined Mr. Paley in praising Anderson and the 55,000 North American amateur radio operators for their work in times of emergency. George W. Bailey, vice-president of the American Radio Relay League, spoke on behalf of his organization, which retains permanent custody of the master trophy, an abstraction symbolizing amateur radio designed by Alexander Calder.

AFRA in Toronto

AMERICAN Federation of Radio Artists has chartered a new local in Toronto. AFRA negotiations with NBC and CBS are nearing completion, with most of the points agreed on and a tentative schedule of salaries for sustaining network programs now being worked out. As soon as this schedule has been approved AFRA will concentrate on its second task, of agreeing with the AAAA on a similar schedule for commercial network programs.

WEBC
Tells Your Story In
AMERICA'S SECOND PORT
DULUTH & SUPERIOR
●
And on the
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

New Improved Radio Outline Map

(31 by 21½ Inches)

RADIO Outline Map of the United States and Canada, showing the location of all broadcasting stations. Shown also are county outlines, time zones and the number of stations in each city. The reverse side of the map carries a complete log of U. S. and Canadian broadcast stations, alphabetically by state, city, and call letters, with frequencies and powers shown. *Printed on white ledger paper that permits the use of ink.* Mailed flat.

Ideal for

- ☆ Advertising Agencies
  In mapping spot and network campaigns
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  In mapping markets and campaigns
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Waltman Manages KRIC

W. L. WALTMAN, who built and operated KALB, Alexandria, La., of which he was general manager until early in June, has been named general manager of the new KRIC, Beaumont, Tex., authorized last February by the FCC to operate with 100 watts on 1420 kc. Construction of the station started June 1 and it is expected to go on the air early in July. James F. Manship, chief engineer of KALB, will take the same post with the Texas local. KRIC's license is held by B. A. Steinhagen, former mayor of Beaumont and president of the Steinhagen Rice Milling Co., Beaumont; D. C. Proctor, wholesale druggist, and T. N. Whitehurst, an insurance man.

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & PETERS

Radio's Role at AFA Meeting

(Continued from page 15)

he said, "we have found the turnover, or cumulative audience reached in the course of a week is one of the foremost reasons for the terrific success of programs heard five times a week in the daytime." He reported that one program with only a 3% rating actually reached a 12.8% total by use of an automatic recording device —because different listeners were tuned to the program on different days.

Fears Overcome

Roy C. Witmer, NBC vice-president, told the 50 broadcasters at the NAB sales conference that whereas advertisers formerly feared Sunday, Thursday and daytime programs, they have overcome these fears and similarly are overcoming a prejudice against summer sponsorship.

He stated as reasons the improved signal strength, better receivers and better summer programs.

Mr. Witmer explained that NBC's summertime sales this year will be better than 1937 despite the depression. He said that use of home-consumed products in summer is equal to their use in winter. He likened radio to a train in that if a program is discontinued, everyone notices. This, he added, is not so with other media.

Paul Blakemore, president of Coolidge Adv. Agency, Des Moines, advised a four-sided program gearing radio to the moderate budget. This program comprises: Make a dent in listener consciousness; intensify delivery and sales cooperation; inform advertisers of the good job being done; gear programs to basic advertiser problems.

Growth of 'Lone Ranger'

Charles W. Hicks, sales promotion manager of WXYZ, Detroit, traced the remarkable history of the *Lone Ranger*, which started sustaining in January, 1933, and was taken by Gordon Baking Co. in November of that year. Gordon has sponsored it ever since.

The *Lone Ranger*, Mr. Hicks told the NAB group, meets all program requirements. By entertainment value it holds the audience and sells the product, he explained. It appeals to children who ask elders to buy the product; has features for indefinite life; is effective for both rural and urban audiences; lends itself to frequent schedule.

From the beginning Gordon has confined its entire budget to the *Ranger* buildup, which includes delivery truck signs, and counter and window cards. In 1937 a test offer of a map was broadcast and 500,000 were mailed.

Mr. Hicks cited as an example of *Lone Ranger* promotion the methods used by Schulze Baking Co., of Cincinnati, on WCKY. First a sales meeting was held, with an audition of the program, then street-car cards, taxi signs, newspaper publicity, post card mailings to retailers distributing the product and tie-ins with the *Lone Ranger* movie serials were arranged. The greatest concern in transcribing the program, he said, is to prevent overlapping coverage.

Ford Commentator Explains

W. J. Cameron, public relations director of Ford Motor Co., Detroit, whose social and economic comments on the CBS *Ford Sunday Evening Hour* are said to have aroused New Deal resentment, explained that he attempts to give the public needed facts about the place of industry and business in the social structure. Many half-truths about business and industry are told, he said, and "the people need the other half." Mr. Cameron said that "destructive advertising" in the form of newspaper headlines kindled a fear psychology that started the recession. Actually there is no economic reason for the recession, he claimed.

The radio award offered by the Public Utilities Advertising Assn. was won by Southern California Edison Co., with its program, *Women's Forum*, sponsored by the Electrical Home Institute of Southern California. Announcement of the contest winners in about 50 classifications was made at the Tuesday session by H. J. Rowe, chairman of the better copy contest committee and advertising manager of the Iowa Electric Light & Power Co., Cedar Rapids.

The *Women's Forum* won the award by reason of the "exchange of ideas and discussion of all subjects of interest to women." The program, a 15-minute daytime show presented daily, was started in 1934, and features three types of entertainment—factual talks of interest to women, a so-called "fact and fancy" type of program, describing interesting, unique and unusual facts, and guest programs.

The show originates over KNX, Los Angeles, and is now being used by several other utility companies through Radioaids Inc., Hollywood. Larry Wolters, radio editor of the *Chicago Tribune*, judged the contest entries.

In announcing the radio winner, Mr. Rowe stated that a considerable number of utility companies were using radio for advertising, but that many of their programs could not be put in shape for contest submission.

Thomas, Coughlin Speak

Lowell Thomas, Sun Oil Co. commentator and president of the Advertising Club of New York, declared in a recorded speech sent to the convention that since all radio programs are purely entertainment, radio advertising should also stress the entertainment angle. He stressed the value of making listeners name- and brand-conscious by adroitly-woven plugs, by merely putting the sounds of names like "Sun Oil Company" and "Sunoco" in the ears of the radio audience, and congratulated advertisers on making radio advertising entertaining.

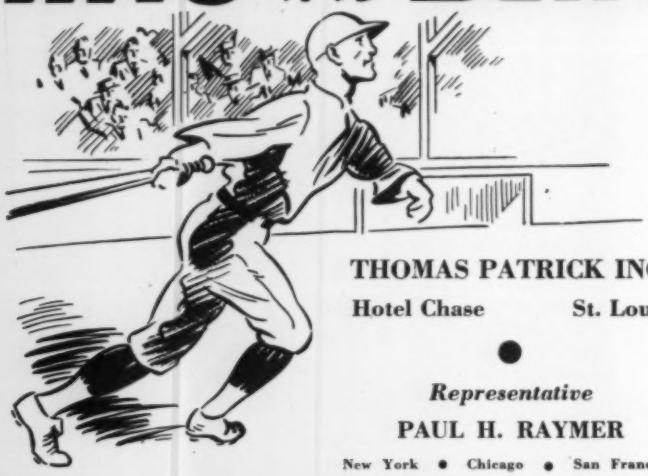
Fr. Charles E. Coughlin of the Shrine of the Little Flower devoted much of his address on "Religion in Advertising" to urging that Christian principles of truth be applied. He stated that religion was definitely in favor of advertising, and that the Bible was studded with instances where the ancients used the equivalent of advertising in their day to proclaim their words.

Alex Dow, president of Detroit Edison Co., described the peculiar problems faced by utility companies in their advertising.

Originating at the convention, a round-table discussion on *The Mission of Advertising* was broadcast on NBC June 15. Participants were Prof. Donald H. Haines, University of Michigan; Allen Schoenfeld, *Detroit News;* Roy Durstine, BBDO; Raymond Rubicam, Young & Rubicam; and David M. Noyes, Lord & Thomas.

Several hundred of the conventioneers danced June 13 to the music of a WWJ, Detroit, orchestra, led by Tommy Dorsey. The wives of the AFA members had as a high spot of their day's entertainment

KWK
Hits the Ball!



THOMAS PATRICK INC.
Hotel Chase St. Louis
●
Representative
PAUL H. RAYMER
New York • Chicago • San Francisco

Cover
FORT WORTH and DALLAS
At One Low Cost
JOHN I. PROSSER
Eastern Sales Manager
Room 1756, Rockefeller Center
630 Fifth Avenue
New York City
KGKO
FULL TIME NBC OUTLET
MIDWAY BETWEEN
FORT WORTH and DALLAS

a trip through the new studios of WWJ.

Mrs. Bert W. Hendrickson, chairman of the American Home Department of the New York State Federation of Women's Clubs, New York, made a deep impression on her audience in this session with her talk on "Mrs. Consumer in the World of Tomorrow".

She particularized on radio, saying that radio as a medium depends upon the friendship or antagonism aroused by the commercial. She said: "When, as in the case of one weekly program, the commercial takes one-third of the total time and includes ballyhoo and fairy tales impossible to believe, consumers remember the product name, but with disgust, not curiosity. When, as in the case of a certain gasoline, the commercial is brief, in clever poetry form and definitely humorous, they also remember the product name, but with gratitude and curiosity. When, as in the majority of cases, the commercial is just straight selling and over 30 seconds in length, they turn down the dial until you finish. Though they can tell you the name of the radio stars you feature, they do not know or care what product pays their salaries. Advertisers should realize that radio listeners in all income groups tune out the commercial unless it is extremely brief, and not too boring. You would be disagreeably surprised to discover how much they do consider boring!"

Allan-Alsop-Eddy Firm Enters Disc Business

FORMATION of a new transcription service, Allan-Alsop-Eddy Radio Recording Corp., with offices at 29 W. 57th St., New York, has been announced by James H. Allan, president. Mr. Allan was formerly with the Canadian Broadcasting Commission, NBC in New York, WBAL, Baltimore, WRC, Washington, and Broadcasting Abroad, New York. Personnel includes Carleton W. Alsop, head of the former Alsop Radio Recording, vice-president; Ezra B. Eddy, formerly president of the E. B. Eddy Match Co. of Canada, vice-president; William Lundell, formerly with NBC, promotion manager; Rayburn Burgess, formerly with Johnson & Johnson, Westinghouse, and E. R. Squibb, executive sales manager. Joseph Sponseller, who has been with A. T. & T., RCA Communications, CBS, Gravbar Electric and Southern Radio Corp. of South America, is chief engineer, assisted by Paul Darrell, formerly with British Broadcasting Corp. J. Ernest Cutting, formerly with NBC Artists' Service, is producer and artists' service representative for the corporation.

KMLB Hit by Storms

LIGHTNING struck the radiator of KMLB, Monroe, La., June 8, destroying the antenna equipment. Engineers got the station back on the air in a half-hour. Next day a gust of wind blew the 246-foot tower to the ground. It fell across the antenna tuning house and again destroying tuning equipment. A temporary rigging was set up in 50 minutes.

RADIO PLAYWRIGHTS
Air Employment Now Luring Broadway Writers

RADIO offers a solution to the problem of supporting young and underprivileged playwrights, just as it has aided actors, according to a recent article by Herbert Drake in the *New York Herald-Tribune*. With the theatre unable to support its own actors, the air offers a lucrative form of employment, the article adds.

Playwrights who originally scorned broadcast affiliations are now deeply interested, especially since a rumor got around that Maxwell Anderson received $10,000 each for three plays delivered to NBC. Literary agencies are now starting to represent established radio writers as well as Broadway playwrights, Mr. Drake writes, with the emphasis placed on younger and unknown writers.

New Arizona Station

USING Western Electric equipment throughout and erecting a studio and transmitter building entirely of adobe to furnish a Mexican motif, the new KWJB, Globe, Ariz., expects to get under way on or about July 15, according to Bartley T. Sims, formerly musical director of KEHE, Los Angeles, who will be its manager. Mr. Sims, his father and brother will be licensees of the station, authorized in March by the FCC to operate with 100 watts night and 250 day on 1210 kc. A 204-foot radiator fabricated by Allison Steel Co., Phoenix, is being erected. Transradio Press service has been ordered. The only staff selection thus far, according to Mr. Sims, is William Schmitz as chief engineer. He will leave a similar post with KOY, Phoenix.

JCRR Holds Meeting

MEETING of the Joint Committee on Radio Research was held in New York June 3, with eight of the 15 members present. Group reviewed the reports of the technical subcommittee on methods, but took no action. Neither was any action taken on the appointment of a new secretary to succeed Paul Peter, who resigned June 1 to become research director of the NAB.

Colorado Program

COLORADO Chain Stores Assn., Denver, (political) on July 25 will start a 15-week campaign on KOA, that city. Program will be titled *Colorado's Hour* and is to be similar in format to *California's Hour* which was broadcast on California stations approximately two years ago under sponsorship of California Chain Stores Assn. Series will be produced by Lord & Thomas, under direction of Jack Runyon, assistant manager of the agency's Hollywood radio production office.

KGLU, new local at Safford, Ariz. on 1420 kc., will go on the air about Aug. 1, with John Merino as manager and chief engineer. Remainder of the staff has not yet been chosen, reports Mr. Merino.

LOOKING FOR A BRIGHT SPOT?
USE
WROK
ROCKFORD, ILL.
RADIO VOICE
of the rich northern Illinois, southern Wisconsin area
KELLY-SMITH CO., Reps.

THEY'RE BEAUTIFUL TO TOURISTS . . . But a pain in the neck to outside stations

What outside station wouldn't give a "pretty" to add this $177,939,000 trading area, with its 98,400 radio families, to its coverage statement to national and regional advertisers?

But alas, there are the mountains hemming in thousands of people ready to be sold. ISOLATED from all dependable NETWORK Service, their sole dependable radio reception is from WTBO . . . . . the station with programs tailored to their tastes.

It's all yours for the asking . . . . but when "asking" . . . . do it over WTBO . . . . The ONLY Station serving this rich market consistently and effectively.

To National Advertisers WTBO is a MUST Medium.

WTBO
Cumberland, Maryland
CLEAR CHANNEL · 800 KC · 250 WATTS
National Representative: JOSEPH H · McGILLVRA

WTAR
VIRGINIA'S OLDEST BROADCASTER
NORFOLK - VIRGINIA
National Representatives - EDWARD PETRY & CO.

Favors WFAB-WEVD Deal

THE proposed sale of WFAB, New York, to the Debs Memorial Radio Fund Inc., operators of WEVD, with which it shares time, was recommended to the FCC for approval June 3 in a report by Examiner Bramhall. WFAB operates with 1,000 watts on 1300 kc. On the same frequency are WBBR, Brooklyn, and WHAZ, Troy, N. Y., thus making the time-sharing arrangement a four-way division. Under the proposed purchase, for a price of $85,000, the combined WFAB-WEVD would secure 86 hours per week on the air. Owners of WFAB are Paul F. Harron, lessor of WTNJ, Trenton, and onetime part owner of WPEN-WRAX, Philadelphia, and Joseph Lang, of New York.

KQW SAN JOSE CALIFORNIA

Santa Clara County
Is California's
5th Radio Market

•

42,960 Radio Families
1 Radio Station

Full Mutual Don Lee
Network Schedule

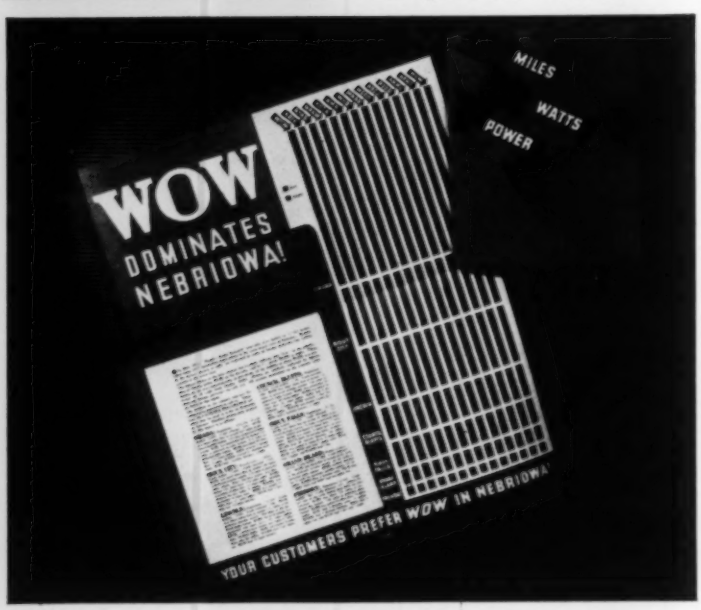
Representatives
John Blair & Company

Livable Homes on MBS

LIVABLE HOMES, cooperative organization for the home furnishing industry, will start the use of radio about Aug. 15, on a Mutual network of six stations. The group is composed of representatives from the floor covering, paint, wallpaper, fabric and furniture fields. Gladys Miller will be the home commentator in the program, to be played by Serena Royle. The program, to be known as *Movie Room Cues*, was tested live during the winter for 26 weeks on WOR, Newark, WLW, Cincinnati, and used for 13 weeks by Bigelow-Sanford Carpet Co. by transcription on 86 stations. It has previously been called *Hollywood Room Recipes*. Mutual stations to be used are WOR WLW WGN CKLW WCAE WHK. The program will run for 39 weeks, not consecutively, but with a six-week break in the winter and seven weeks off in the summer. Joseph M. Koehler, head of Radio Events, New York, is handling the program, which is placed direct.

Gas Discs Renewed

RENEWING the *Mystery Chef* broadcasts on NBC for another 26 weeks, Regional Advertisers, a cooperative advertising association of local gas companies, announced that in the 2½ years the program has been on the air it has produced 2,885,000 personal calls at gas company offices for recipe booklets offered on the broadcasts. Program, placed through McCann-Erickson, New York, promotes the use of gas, not only for cooking, but also for refrigeration, water heating and house heating.



BASIC RED NETWORK programs, plus alert showmanship in local program-building, have given WOW *dominance* in Nebriowa. The extent of that dominance—in the seven major cities of the area—is accurately measured and graphically portrayed in WOW's recent "survey that counts ears."

Thousands of copies of the survey—illustrated above—have been distributed among advertisers, agencies and radio executives. A second printing now makes them available again. Write for your copy.

WOW
201 Insurance Bldg.
OMAHA, NEBRASKA
590 KC. 5000 Watts
JOHN J. GILLIN, Jr., Mgr.
John Blair Co., Representatives
Owned and Operated by the Woodmen of the World Life Insurance Society

Another Fidler

RADIO has another Jimmie Fidler beside the fast-talking Hollywood commentator, *Radio's Original Weatherman* of WLBC, Muncie, Ind., who has just published some tips on weather broadcasts. The Hoosier Fidler, former director of the weather bureau at Ball State Teachers College, Muncie, has been reporting the weather for WLBC several years.

WFIL TO DEDICATE $350,000 PROJECT

WFIL on June 17 will dedicate its $350,000 expansion project, including new studios and a new transmitter with an elaborate all-day program, according to Donald Withycomb, general manager. Seventeen special programs will be broadcast during the day, including an exchange of salutes with the NBC Blue and Mutual Networks.

Among prominent persons scheduled to participate are Senator James J. Davis, Gov. George H. Earle, Mayor S. Davis Wilson, Superior Court Justice Arthur James and Rear Admiral Watt T. Cluverius, Commandant of the Philadelphia Navy Yard. Many outstanding artists will participate. Among other noted guests will be Major Gladstone Murray, general manager of the Canadian Broadcasting Corp., Philip C. Staples, president of Bell Telephone Co. of Pennsylvania; Charles E. Grakelow, president of the Poor Richard Club; Jack Dempsey, and Jimmy Wilson, manager of the Philadelphia Nationals.

The day's programs will get under way when Mrs. George H. Earle and Mrs. Gustave Ketterer present to Samuel R. Rosenbaum, WFIL's president, a facsimile of the original copy of the Constitution on behalf of the National Constitution Commemoration Committee for the service rendered by WFIL in connection with the Constitution celebration. The new RCA 5 kw. transmitter will begin operation June 17 when Mayor Wilson presses a gold key releasing a circuit breaker. The transmitting system was designed by Paul Godley, radio engineering consultant, and Frank V. Becker, WFIL's chief engineer. A single 330-ft. Blaw-Knox antenna has been built.

• Are your
SOUND EFFECTS
up to
Standard
?

A complete, quality catalog of unsurpassed sound effect discs, flawlessly recorded *from life* and released on quiet, unbreakable Victrolac pressings. Preferred by leading networks and stations throughout the world. Write for catalog.

Standard Radio
180 N. Michigan Avenue, CHICAGO

PERMANENT GROUP FOR LOCALS URGED

TO FLANK the permanent organization set up by both clear channel and regional stations, a proposal that the NAB foster the creation of a permanent group of local stations was adopted by stations comprising the ninth NAB district (Wisconsin and Illinois) at a meeting in Chicago last month.

A resolution offered by Father James A. Wagner, WHBY, Green Bay, Wis., brought out that the locals were not organized and that important matters affecting allocations now are before the FCC. The resolution concluded that local low-powered stations of the ninth district petition the NAB board to designate a committee to organize local stations along the same lines as the clear and regional groups. It was recognized that the problem presented is not one that can be properly handled by the NAB because it concerns conflict in interest between NAB members, and local stations therefore should finance it.

No mention was made in the resolution of the existence of National Independent Broadcasters, organized several years ago under the leadership of Edward A. Allen, WLVA, Lynchburg, Va.

The meeting also discussed music copyrights and program solicitations. Chairman Walter J. Damm, WTMJ, Milwaukee, district director, said NAB headquarters had been advised of the group's action suggesting compilation of a list of all suits by artists against stations with a recommendation that these be published. The question of purported copyrighted scripts sent to stations resulted in a recommendation that the NAB look into this matter and decide just where stations stand when using such programs as a "question bee" and other question-and-answer programs, spelling bees, etc., following receipt of purported copyrighted scripts, even though the stations do not use the actual scripts.

A suggestion that the NAB investigate the matter of sheet music sent to stations with a "performing license" was advanced. Following a long discussion it was recommended that the NAB prepare a typical rate card using the standard AAAA form. The idea was that the NAB should once and for all definitely recommend standard units of time, sales and discounts.

KDNT Goes on the Air

WITH many Texas notables in attendance, the new KDNT, Denton, Tex., 100 watts daytime on 1420 kc. authorized last February by the FCC, went on the air June 1 with a dedicatory program that included a remote from the Texas College for Women and address by Gov. Allred. The station is owned and managed by Harwell V. Shepard, with Jack Wallace, formerly with KRBC, Abilene, Tex., as program director; William Honeycutt, formerly of KADA, Ada, Okla., chief engineer; Bob Douglas, formerly of KFDM, Beaumont, news editor. Attending the dedication were James Jeffries, Eddie Dunn and Ralph Nimmons, of WFAA, Dallas; John Thorwald, WRR, Dallas; C. W. Rembert, KRLD, Dallas, and artists from various Texas stations.

Studio Notes

MICHIGAN Horticultural Society on June 11 presented its 1938 award for outstanding landscaping of public buildings to WWJ, Detroit, for the grounds at its transmitter building. The presentation ceremony was broadcast over WWJ before more than 300 members of the society, the Federated Garden Clubs of Michigan, and the Detroit Association of Estate Gardeners, with Ruth Place, garden editor of the *Detroit News*, introducing Charles Williams, landscape gardener of WWJ.

FOR youngsters interested in aviation a new series of Saturday afternoon programs started June 11 on NBC-Red network under auspices of the Junior Birdmen of America, an independent national youth club whose membership totals 500,000.

THE *Woman's Magazine of the Air*, daily afternoon program released from San Francisco for the NBC-Red network on the Pacific Coast, celebrated its tenth anniversary May 28. Bennie Walker, who started with the show in 1928, is still master of ceremonies.

EDNA HUTTON'S *WSAI Wonder Kitchen*, which last three months has been coming from auditorium of H. & S. Pogue Co., Cincinnati, has removed to WSAI studios for the summer, but will return to the downtown auditorium next fall.

WCLE, Cleveland, offers five-minute newscasts each afternoon at 5:45 in a foreign tongue, using a different language each day.

TO ACCOMMODATE the growing demand of visitors to see its new studios, KYW, Philadelphia, has established an Invitation Department to handle the requests, with Bill Collins, formerly of NBC's New York office, in charge. Mr. Collins will arrange all tours through the building, open by admission cards only, and also will supervise distribution of tickets for studio programs.

CBS Hollywood department heads have inaugurated Tuesday noon conferences, presided over by Donald W. Thornburgh, Pacific Coast vice-president.

TO ELIMINATE handicaps of blind-studio operation, WMBD, Peoria, Ill., is installing a new "talk-back" system in both its studios, wired so an open microphone in either studio prevents a conversation to that point.

WSYR, Syracuse, has broadcast a weekly program of five interviews with the unemployed during the last three years, averaging two jobs for the five interviews.

KTUL, Tulsa, chartered a 23-place plane recently for a half-hour trip over Tulsa, with talent performing for the KTUL audience.

WNYC, New York, on June 1 added an extra half-hour to its daily broadcasting schedule, and will be on the air daily until 10 p. m., to Aug. 1.

WHAT, Philadelphia, followed its recent successful presentation of *The Gondoliers* with another operetta, Gilbert and Sullivan's *H. M. S. Pinafore*, shaved to 1¼ hours. Both shows were given by the Cosmopolitan Light Opera Company and Symphony, directed by Dr. Theodore Feinman.

NASHVILLE'S new daily, *The Nashville Times*, heralded its first edition early in June with a heavy two-day spot schedule and a 15-minute transcribed show over WSIX. The disc was cut in the *Times*' editorial, composing and press rooms and detailed production of the first edition through announcers Jim Turner and Dean Upson of WSIX. *Times* cooperation with WSIX was described as significant due to the clamp-down on radio by the *Nashville Tennessean* and the *Banner* several months ago.

ON A PLATTER
WTMJ Serves Sales Story In Dramatic Style

A STATION'S sales story will become a canned "show" as the result of a new recorded sales presentation plan being adopted for use in the sales department of WTMJ, Milwaukee.

When the WTMJ salesman beards a tough prospect in his lair, the staff man will be armed with a record, fifteen minutes in length, presented in entertaining cavalcade style. The dramatized sales story will depict in forceful detail the WTMJ market and the advantages of the station.

The new form of controlled sales presentation not only enables the salesman to secure the undivided attention of his prospect while telling a complete story, but serves to capitalize radio's own technique of dramatizing a firm's advertising with real characters against a background of musical and other entertainment interludes.

The selling platter can either be taken by the salesman right into the prospective client's office for presentation, by means of WTMJ's portable audition unit, or the client can be brought to WTMJ's studios for a "hearing" in audition form.

To afford all salesmen an even break, a definite set of "bookings" for the show is being arranged.

A WEEKLY *News Review* is now broadcast in five languages by NBC's shortwave station, W3XAL, each Sunday. Quarter-hour broadcasts in Italian, German, French, Spanish and Portuguese will summarize the week's news for listeners in Europe and South America.

THE CBS department of education will demonstrate its education-by-radio activities to visitors at the National Education Association's convention in New York June 25-30 with a simulated three-hour broadcast of its *American School of the Air* and an actual broadcast of the companion feature, *Exits & Entrances*. The Exits and Entrances staff, with a Bronxville, N. Y., high school class, will give a preview broadcast. Other plans include special broadcasts of *Living History* and *Americans at Work*. Recordings of past CBS educational shows will be made available for visiting teachers.

NBC will present seven broadcasts, culminating in an address by President Roosevelt, from the National Education Association convention in New York June 22-29.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
Michigan's №1 Test Market
Representative: HOWARD H. WILSON CO.
CHICAGO · NEW YORK · KANSAS CITY

A TESTIMONIAL dinner was held June 4 in honor of Albert N. Dennis, labor commentator heard weekly on WJSV, Washington, on the occasion of his 200th program. Mr. Dennis started his *Labor News Review* series in the summer of 1934 and has missed only one program since that time. The testimonial was arranged by the Washington Union Label League. Three broadcasts marked the event, one on a CBS hookup. *Labor News Review* is credited with the longest consecutive run of any labor program. Many nationally prominent persons participated in the testimonial, including Harry C. Butcher, CBS Washington vice-president.

WFOR, Hattiesburg, Miss., has renovated studios and equipment and has purchased WE amplifier, turntables, control cabinet and equalizer, as well as two Gates preamplifiers and one Gates monitor amplifier.

HARRY MAIZLISH, general manager of KFWB, Hollywood, has cancelled all dance band remotes. They are replaced by a nightly 15-minute variety program split into quarter-hour segments for sponsors.

Seek to Move KMMJ

REMOVAL of KMMJ, Clay Center, Neb., to Grand Island, Neb., is proposed in an application filed June 8 with the FCC. The 1,000-watt outlet which operates daytime on 740 kc. would locate its studios in Grand Island and its new vertical antenna at a point just east of Phillips, Neb. The station, which specializes in farm programs and is managed by Randy Ryan, is owned chiefly by Don Searle, manager of KOIL, Omaha, and Herbert Hollister, manager of KANS, Wichita.

Visual Standards

(*Continued from page 18*)

Glover, chief engineer; J. B. Albert, sales promotion manager.

United Transformer Corp., New York, was showing its large transformers but featured the UTC Ouncer, a unit weighing one ounce having high-fidelity characteristics. S. L. Baraf, vice-president of UTC, and I. A. Mitchell, chief engineer, were in attendance at the UTC booth.

The exhibit of RCA Mfg. Co., Camden, included test equipment and vacuum tubes. Representing RCA were D. J. Finn, J. A. Milling, D. Y. Smith, L. A. Goodwin Jr., E. C. Hughes Jr., F. E. Crain, H. P. Kasner, J. P. Allen.

LANG-WORTH
planned programs
LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

CFCF
MONTREAL
Calling!
DO YOU KNOW..

- That there are over 1,000,000 people in Greater Montreal.
- 67% of the total retail sales in the Province of Quebec are made in the Montreal trading area.
- That outside radio stations cannot be heard with any degree of regularity, day or night.
- That the logical outlet to reach this rich metropolitan market is through

CFCF & SHORT WAVE CFCX
(NBC AFFILIATE)

Representatives:
U.S.A.: Weed & Company Canada: All Canada Radio Facilities

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

MAY 28 TO JUNE 14, INCLUSIVE

Decisions . . .

MAY 28

KARK, Little Rock—Applic. mod. CP remanded to hearing docket, with permission to specify directional antenna.

MAY 31

WEVD, New York—Granted CP new equip.

KGFW, Kearney, Neb. — Granted mod. CP antenna, trans. etc.

WGBF, Evansville, Ind. — Granted CP change equip.

KGKY, Scottsbluff, Neb. — Granted CP change equip., move trans., new radiator.

WGL, Ft. Wayne—Granted CP change equip.

WGAU, Athens, Ga.—Granted license for CP new station.

WMAI, Greenfield, Mass. — Granted license for CP and mod.

KTBS, Shreveport, La. — Granted CP new trans.

WEW, St. Louis—Granted license for CP new equip.

JUNE 2

NEW, Carl Latenser, Atchison, Kan.—Granted CP 1420 kc 100 w D.

NEW, Dorrance D. Roderick, El Paso—Granted CP 1500 kc 100 w unl.

NEW, Louisville Times Co., Louisville; NEW, Louisville Bcstg. Co., Louisville—Louisville Times Co. denied CP 1210 kc 100 w unl.; Louisville Bcstg. Co. denied CP 1210 kc 250 w D.

NEW, Clark Standiford, L. S. Coburn, A. C. Sidner, Fremont, Neb.—Denied CP 1370 kc 100 w unl.

MISCELLANEOUS — WSMB, New Orleans, granted mod. license eliminate directional D; KLUF, Galveston, granted CP increase D to 250 w, move studio, etc.; KGIR, Butte, Mont., granted mod. license D to 5 kw; KGDY, Huron, S. D., denied extension temp. auth. remain silent in June to rebuild trans. (renewal license denied 5-25-38); Dr. Wm. States Jacobs Bcstg. Co., Houston, denied rehearing and dismissed opposition KPRC, KXYZ; WSVA, Harrisonburg, Va., dismissed applic. approval invol. transfer control to Mrs. Mabel Linton Williams, adm., and directed addition of this statement: "such dismissal not to be construed as a finding as to whether such control has passed"; WDNC, Durham, N. C., denied pet. remand applic. for further hearing and permit amendment; denied petition Gallatin Radio Forum, Bozeman, Mont., for rehearing before Commission on applic. new station, and applic. Roberts-MacNab Co. for new station.

ORAL ARGUMENT SET — WDZ (I-611), KRQA (I-625), Tri-City Bcstg. Co. (I-627) and Kentucky Bcstg. Corp. (I-635), all 9-8-38.

SET FOR HEARING—WHDF, Calumet, Mich., mod. license re hours; NEW, suffolk Bcstg. Corp., Suffolk, Va., CP 1200 kc 100-250 w unl.; NEW, George B. Storer, Pontiac, Mich., CP 600 kc 500 w-1 kw unl., 7-15-38; Westinghouse E. & M. Co.-NBC contract of 11-21-32 set for hearing before special committee investigating chain broadcasting.

JUNE 4

MISCELLANEOUS — NEW, Paul J. Gollhofer, Brooklyn, denied extension effective date decision May 27 re WMBQ; also denied postponement asked by Lillian E. Kiefer; KWTN, Watertown, S. D., granted extension to 7-4-38 effective date denial of renewal license KWTN; KMLB, Monroe, La., granted intervention applic. Sentinel Bcstg. Co., Salina, N. Y.; Lillian E. Kiefer and Paul J. Gollhover, Brooklyn, denied reopening record WWRL and WMBQ; NEW, King Trendle Bcstg. Corp., Pontiac, Mich., granted intervention Pontiac Bcstg. Co.; WCAZ, Carthage, Ill., granted continuance hearing; KTOK, Oklahoma City, granted continuance hearing; WSAN, WCBA, Allentown, Pa., granted waiver Rule 104.6(b) and accept answers re applic. WHP, to be treated as petitions for extensions of time.

HEARING ASSIGNMENTS—WJIM, Lansing, Mich., granted advance of date to 6-9-38; WMBR, Jacksonville, Fla., change hearing date 11-7-38 because of conflicting WDEL hearing; NEW, So. Cal. Edison Co., Anaheim, Cal., granted auth. take depositions; WBIL, New York, dismissed without prej. applic. set for hearing asking mod. license re hours; NEW, Eugene Debogory, Dallas, continued hearing; WJBW, New Orleans, continued hearing; WBLK, Clarksburg, W. Va., continued hearing.

JUNE 7

MISCELLANEOUS—NEW, Cascade Bcstg. Co., Everett, Wash., granted continuance hearing and denied without prejudice pet. for consolidation with KRKO case; WKBN, Youngstown, granted withdrawal without prejudice applic. mod. CP; NEW, Cuyahoga Bcstg. Co., Cleveland, denied postponement decision on Food Terminal Bcstg. Co.; WMFD, Wilmington, N. C., granted auth. take deposition; NEW, Clifton A. Talboe, Provo, Utah, continued hearing on applic.

JUNE 8

WHJB, Greensburg, Pa., granted continuance hearings Sentinel Bcstg. Corp., Tri-State Bcstg. System to same date as WHJB amended applic.; WPG, Atlantic City, dismissed without prejudice applic. mod. license for part of WBIL's time.

JUNE 9

MISCELLANEOUS — NEW, Frontier Bcstg. Co., Cheyenne, Wyo., granted auth. take depositions; WHAM, Rochester, granted extension time file exceptions Ex. Rep. I-642; NEW, Times Ptg. Co., Chattanooga, granted extension time file exceptions Ex. Rep. I-643.

JUNE 10

SET FOR HEARING — WFBR, Baltimore, exp. auth. satellite station in Frederick, Md.; NEW, Breen & Loomis, Ft. Dodge, Ia., CP 1370 kc 100-250 w spec.; NEW, Midwest Bcstg. Co., Provo, Utah, CP 1210 kc 100 w unl., and CP in docket amended to 100-250 w; KRKO, Everett, Wash., vol. assign. license to Everett Bcstg. Co.

MISCELLANEOUS — WKBW, Buffalo, reconsidered action 4-20-38 and granted renewal without hearing; KFQD, Anchorage, Alaska, denied pet. reconsider and grant without hearing applic. transfer control; NEW, Pottsville Bcstg. Co. and Pottsville News & Radio Corp., Pottsville, Pa., denied without prej. pet. CP 590 kc 250 w and granted petition Pottsville News & Radio Corp. for oral argument on all three Pottsville cases; NEW, Fred A. Baxter, Superior, Wis., decision of 1-19-37 granting applic. CP 1200 kc 100 w unl. may now be carried forward following court ruling; NEW, Radio Service Co., Brunswick, Ga., dismissed at applic. request without prej. CP 1310 kc 100-250 w unl.; KFIM, Beaumont, Tex., granted pet. intervene KWTO.

JUNE 14

MISCELLANEOUS — WEST, Easton, Pa., granted auth. take depositions; NEW, Coastal Bcstg. Co., Brunswick, Ga., denied continuance hearing Radio Service Co., Brunswick.

Examiners' Reports . . .

KFBI, Abilene, Kan. — Examiner Hill recommended (I-648) that applic. CP move to Wichita be granted.

WBLY, Lima, O. — Examiner Seward recommended (I-649) that applic. vol. assign. license to Fort Industry Co. be granted.

WFAB, New York—Examiner Bramhall recommended (I-650) applic. vol. assignment license to Debs Memorial Radio Fund be granted.

NEW, Clinton Bcstg. Corp., Clinton, Ia.; NEW, Burlington Bcstg. Co., Burlington, Ia. — Examiner Arnold recommended (I-651) that applic. Clinton Bcstg. Corp. CP 1310 kc 100-250 w unl. be granted; that applic. Burlington Bcstg. Co., CP 1310 kc 100 w unl. be granted.

NEW, Great Western Bcstg. Co., Omaha —Examiner Berry recommended (I-652) that applic. CP 1500 kc 100 w unl. be denied.

NEW, McComb Bcstg. Corp., McComb, Miss. — Examiner Berry recommended (I-653) that applic. CP 1200 kc 100 w D be denied.

First Baptist Church, Pontiac, Mich.—Examiner Hyde recommended (I-654) that applic. auth. transmit programs by wire to CKLW be denied.

NEW, Four Lakes Bcstg. Co., Madison, Wis. — Examiner Berry recommended (I-655) that applic. CP 830 kc 100 w D be denied as in default.

WMBS, Uniontown, Pa.—Examiner Irwin recommended (I-656) that applic. increase 250 w D to 100-250 w unl. be granted.

KUJ, Walla Walla, Wash.—Examiner Dalberg recommended (I-657) that applic. CP change 1370 kc 100 w unl. to 560 kc 250 w unl. be granted.

KMBC, Kansas City, victim of a buckled radiator in a June 6 gale, is broadcasting from this remaining 120-foot stub of its 254-foot tower. The station was off the air from 5:40 p. m. to 6 the next morning. New sections are being built atop the stub. Wires stretched from the top to the ground serve as a temporary radiator, giving a highly directional signal to the eastward. Loss is estimated at between $4,000 and $5,000, partly covered by insurance. WDAF, Kansas City, was off the air two minutes and 20 seconds when the lightning protective device was set off. Later the same day telephone facilities failed, keeping the station off the air three minutes while temporary circuits to the transmitter were installed.

KMAC, San Antonio—Examiner Arnold recommended (I-658) that applic. renewal license be granted; that applic. assign license to Walmac Co. be granted.

NEW, William F. Huffman, Wisconsin Rapids, Wis.—Examiner Hill recommended (I-659) that applic. CP 580 kc 250 w unl. direction N be denied.

NEW, Colonial Bcstrs., Savannah; NEW, Seaboard Bcstg. Corp., Savannah—Examiner Hill recommended (I-660) that if applic. Arthur Lucas be granted, each of these be denied; if Arthur Lucas be denied, then Colonial Bcstrs. applic. CP 1310 kc 100 w unl. be granted and Seaboard be denied; that if Lucas and Colonial are denied, then applic. Seaboard CP 1310 kc 100-250 w unl. be granted.

Applications . . .

MAY 31

WNBH, New Bedford, Mass.—Mod. license N to 250 w.

WSAY, Rochester—License for CP increase power.

JUNE 3

WLAW, Lawrence, Mass.—CP change D to ltd., directional N.

KFJZ, Fort Worth—CP new antenna, move trans.

KSAM, Huntsville, Tex.—Mod. CP antenna, trans., studio sites.

NEW, John T. Alsop Jr., Ocala, Fla. —CP 1500 kc 100 w unl.

KDLR, Devils Lake, N. D.—CP new trans., increase D to 250 w.

KVOX, Moorhead, Minn.—Mod. license N to 250 w.

KECA, Los Angeles—CP move trans., studio to San Diego, vol. assign. license to Worcester Bcstg. Corp., contingent KEHE grant.

JUNE 6

WKST, New Castle, Pa.—Mod. CP re antenna, trans., change equip.

WMFG, Hibbing, Minn.—License for CP change equip.

WCBS, Springfield, Ill.—CP change 1420 kc 100-250 w to 1290 kc 500 w 1 kw D, new trans., directional.

JUNE 8

WOLS, Florence, S. C.—Mod. license D to unl.

WWL, New Orleans — Extension exp. auth. unl.

WDWS, Champaign, Ill. — License for CP change equip., increase power, change hours.

KHSL, Chico, Cal.—Auth. transfer control to Ray McClung, Horace E. Thomas, Stanley R. Pratt Jr.

KVCV, Redding, Cal. — Auth. transfer control to Ray McClung, Horace E. Thomas, Stanley R. Pratt Jr.

JUNE 9

WTNJ, Trenton—License for CP new trans., antenna, move trans. to Falls Twp., Pa.

WHJB, Greensburg, Pa.—CP change D to unl. 250 w etc., amended to 1 kw.

WOWO, Ft. Wayne—License for CP change equip.

KFAM, St. Cloud, Minn.—License for CP as mod. new station.

NEW, Ben J. Sallows, Alliance, Neb.—CP 1210 kc 100-250 w unl.

KMMJ, Clay Center, Neb.—CP vert. antenna, move trans.

JUNE 11

WBZ, Boston—CP new trans., directional antenna, move trans.

NEW, Bernard Goldsmith, Metuchen, N. J.—CP 1420 kc 100 w D.

NEW, WJMS Inc., Ashland, Wis.—CP 1200 kc 100-250 w unl.

NEW, Albemarle Bcstg. Station, Albemarle, N. C.—CP 1420 kc 100 w D.

WWL, New Orleans—Mod. CP amended for directional antenna.

KTBS, Aberdeen, S. D.—License for CP new trans., etc.

Labor Board Certifies Guild for WTCN Staff

THE American Newspaper Guild (CIO) of Minneapolis and St. Paul was certified June 14 by the National Labor Relations Board as exclusive representative of "all employes" of Minnesota Broadcasting Corp. at WTCN, Minneapolis, and its business office in St. Paul. Not included are engineers, musicians, salesmen, executives, production manager, sales manager, secretary to the general manager and all other supervisory employes, the Board announced.

Board action was based on comparison of Guild membership cards with a list of the 17 employes, resulting in a finding of majority representation by the Guild. International Brotherhood of Electrical Workers, Local 292 (AFL), which had intervened in the case, withdrew in favor of the Guild to avoid jurisdictional dispute.

Finch Duplex Tests

TO TEST duplex transmission and reception of regular broadcast and facsimile programs on a single channel, W. G. H. Finch, facsimile inventor and president of Finch Telecommunications Laboratory, New York, has announced its duplex transmitter, W2XBF, has been completed. Using a power of 1,000 watts and designed to operate in the ultra-high frequency band 31-41 mc., the newly completed transmitter now will undergo a series of tests prior to its operation in New York by early fall.

SIR JOHN REITH, director-general of British Broadcasting Corp., has been named chairman of the Aeronautics Board of Great Britain.

NETWORK ACCOUNTS

(All time EDST unless otherwise specified)

New Business

PROCTER & GAMBLE Co., Cincinnati (Dash), on June 6 started *Road of Life* on 6 California Broadcasting System stations, Mon. thru Fri., 10:30-10:45 a. m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol), on June 6 started *Oxydol's Own Ma Perkins* on 6 California Broadcasting System stations, Mon. thru Fri., 4-4:15 p. m. Agency: Blackett-Sample-Hummert, Chicago.

PROCTER & GAMBLE Co., Cincinnati, on June 6 started *Story of Mary Marlin* (Ivory) 3:15-3:30 p. m., *The O'Neills* (Ivory) 2-2:15 p. m., *Vic & Sade* (Crisco) 2:15-2:30 p. m., on 6 California Broadcasting System stations, Mon., thru Fri. Agency: Compton Adv., N. Y.

JELL-WELL DESSERT Co., Los Angeles (packaged pudding), on Aug. 1 starts for 52 weeks *The Green Hornet*, adventure serial, on 4 Don Lee network stations (KHJ, KGB, KFXM, KFRC), Tues., Thurs., 7:30-8 p. m. (PST). Agency: Lord & Thomas, Los Angeles.

LUTHERAN LAYMEN'S LEAGUE, St. Louis, on June 19 only sponsors broadcast on 49 Mutual stations, Sun., 5:30-6 p. m. Agency: Kelly, Stuhlman & Zahrndt, St. Louis.

INTERNATIONAL Silver Co., Meriden, Conn. (1847 Rogers Bros.), on Oct. 2 resumes *Silver Theater* on 43 CBS stations, Sun., 6-6:30 p. m. Agency: Young & Rubicam, N. Y.

O'CONNOR FOR Governor Inc., Los Angeles, will sponsor five political talks on 3 CBS stations (KARM KSFO KNX), Aug. 15, 23, 25, 28, 29. Agency: R. H. Alber Co., Los Angeles.

Renewal Accounts

INTERNATIONAL SHOE Co., St. Louis (Peters Division), on May 22 renewed its time on 2 NBC-Pacific-Red stations, and started a new show, *It's A Fact*, Sun., 2:45-3 p. m. Agency: Long Adv. Service, San Francisco.

R. J. REYNOLDS Tobacco Co., Winston-Salem (Camel, Prince Albert) on July 5 renews *Camel Caravan* for 12 weeks on 89 CBS stations, Tues., 9:30-10 p. m. Agency: Wm. Esty & Co., N. Y.

Network Changes

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), on May 30 increased its network for *Story of Mary Marlin* from 26 to 49 NBC-Red stations, Mon. thru Fri., 3-3:15 p. m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory flakes), has added 23 NBC-Red stations to *Story of Mary Marlin*.

GENERAL FOODS Corp., New York, on June 30 drops *Mary Margaret McBride* on Tues. and Thurs. for Minute Tapioca, retaining Mon., Wed., Fri. shows for La France and Satinex, on 45 CBS stations, 12-12:15 p. m. Agency: Young & Rubicam, N. Y.

LYDIA E. PINKHAM Medicine Co., Lynn, Mass., on June 27 for 10 weeks replaces *Voice of Experience* on 56 Mutual stations with *Your Hollywood News Girl* on 9 Mutual stations Mon., Wed., Fri., 1:45-2 p. m. Agency: Erwin, Wasey & Co., N. Y.

ALLIS CHALMERS Mfg. Co., Milwaukee (farm equipment), has extended *Family Party* on 37 NBC-Blue stations, to July 2.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap), on May 30 moved *Your Gospel Singer*, formerly on NBC-Blue at 11:45-12 noon, to 22 CBS stations, Mon. thru Fri., 1:45-2 p. m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on May 30 moved *Vic & Sade*, formerly on NBC-Red at 3:30-3:45 p. m., to 43 CBS stations, Mon. thru Fri., 1:15-1:30 p. m. Agency: Compton Adv., N. Y.

GENERAL MILLS, Minneapolis (Wheaties), on June 27 adds 4 stations (WNAC WOR WFIL CKLW) for *Get Thin to Music*, previously heard on 2 Mutual stations (WGN WCAE) Mon. through Sat., 9:30-9:45 a. m.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes), on July 13 moves *Paul Whiteman's Program* on 98 CBS stations from Fri., 8:30-9 p. m., to Wed., 8:30-9 p. m. (Rebroadcast, 11:30-midnight). On June 22 Liggett & Myers concludes its *Chesterfield Presents* series on CBS.

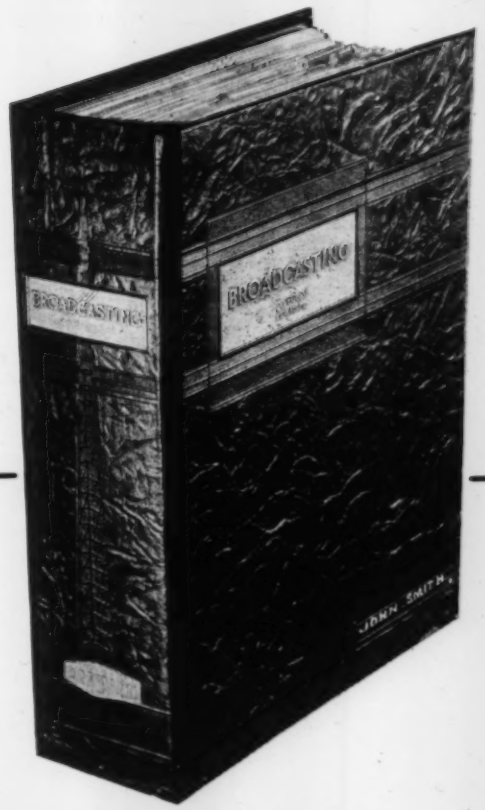
TIME Inc., New York (*Time, Life, Fortune* magazine), on July 8 resumes sponsorship of *March of Time*, on 35 NBC-Blue stations Fri., 9-9:30 p. m. The program has been sponsored by Servel Inc., New York (Electrolux refrigerators), since April 7. Agency for both: BBDO, N. Y.

Wed in Droves

A MARRIAGE epidemic is sweeping WOW, Omaha. The recent marriage of Rose Cepuran, hostess, to Tony Nittler was hardly over before Announcer Ray Olsen announced that he would shortly marry Ruth Ringquist, of WNAX, Yankton, where he formerly worked. Still two more June weddings are in sight, with WOW Secretary Pauline Tully scheduled to be wed to Joe McDonald June 18, and WOW Engineer Glenn Flynn marrying WOW Assistant Traffic Manager Mildred Nelson June 27.

Seek to Buy WQDM

GLENN D. GILLETT, consulting radio engineer, in partnership with G. S. Wasser, have completed negotiations for the purchase of WQDM, St. Albans, Vt., 1,000-watt daytime station on 1390 kc., and will shortly file an application with the FCC for transfer of ownership. Mr. Wasser, formerly with the Gene Furgason representative firm, is now managing the station. Present owners are E. J. Regan, who would remain as chief engineer, and F. A. Bostwick, who would remain on the program staff. Application has already been filed with the FCC for full-time operation.



BOUND To Give Greater Value

MANY SUBSCRIBERS want to preserve their copies of BROADCASTING because of its future reference value. They prefer to avoid the chance that the supply of past issues, to which they may want to refer, will be exhausted. Indeed, it is next to impossible now to get some of the past issues of BROADCASTING because the great demand from subscribers has exhausted our supply.

A NEW BINDER has been produced, and we have contracted for a supply, which we believe answers your filing and library needs. It is neat and convenient. It is bound like a book—looks like a book in every respect except that you can snap each current issue for a year into the cover and remove it at will. The narrow binding wire does not cut or mutilate the copies in any way.

The binder is pictured above. It holds 24 copies (one year's issues). It is your perfect reference book of the year's business of broadcasting.

Price $2.50 Postpaid

(Your name in gold 25c extra)

BROADCASTING

Broadcast Advertising

870 National Press Bldg. Washington, D. C.

Gates Remote Equipment—

"Does a Better Job at a Lower Cost"

GATES RADIO & SUPPLY CO. Quincy, Ill.

Merchandising & Promotion

Lessons for Buyers—Iowa Maize—Free Ice Cream—How WOR Does Things—Distant Listener—Slug Stuff

BROADENING its cycle of service to listeners and commercial clients alike, Don Lee Broadcasting System, Los Angeles, has started a Consumer Education Bureau to solve merchandising follow-up problems of advertisers according to Lewis Allen Weiss, general manager. Evelyn Blewitt, Pacific Coast authority on consumer education, has been placed in charge.

"The bureau may be contacted by the advertiser for consultation without cost," Mr. Weiss said. "Likewise, research facilities and material—case histories of successful campaigns where possible — are available to the advertiser as part of the network's service. Consumer activities are contantly covered in the market. Here, the Don Lee network's Consumer Bureau serves the consumer by 'teaching' the value of truthful advertising. Women's clubs are constantly contacted to defeat the critically sensational type of literature so prevalent, which is destroying the confidence of the buying public. These club members and housewife-consumers, organized as 'truth testing consumer groups', are pledged to the crusade by written endorsement. Their interest and attention to the broadcast and the advertiser's product are solicited by twice-weekly newspaper insertions.

* * *

Snaps for Guests

SNAPPING candid shots of studio visitors and sending prints to them is newest promotion wrinkle of KFYR, Bismarck. Pictures of themselves against background of working artists and studio interiors go over big with visitors, KFYR declares.

* * *

Recipes in Polish

PET MILK Co., sponsors of the 15-minute *Pet Milk Ensembles*, offers a new cook-book of Polish recipes on the *Morning Polish Hour* of WJBK, Detroit. Book, printed in Polish, is sent for one Pet milk label.

Corn From Cedar Rapids

TO ADVANCE listener interest in *Corntussel Nooz*, broadcast over a special mid-western network, the promotion staff of WMT, Cedar Rapids, turned out 10,000 copies of a 5-column community weekly representing the paper published by Toby and Susie, stars of the program and formerly featured on *National Barn Dance*. Five thousand copies were mailed to listeners who requested it, the remainder distributed through grocers by drivers for bakers of Peter Pan Bread, sponsors. *Corntussel Nooz* originates in Cedar Rapids studios of WMT and is carried by WOW, Omaha, WHBF, Rock Island, KMA, Shenandoah, WCAZ, Carthage.

* * *

WBAL in Show Windows

WBAL, Baltimore, by arrangement with 45 Read Drug Stores, largest Maryland chain, offers advertisers a place in "WBAL windows" appearing in five stores at a time for a full week each, beginning June 15. Each window has large "WBAL man" as background, with balanced display of program talent photos and products sold by program. The offer is open to new advertisers as well as old, with displays aggregating several months' exhibition.

* * *

Grapevine Promotion

TO STIR listener interest CJCA, Edmonton, Alta., uses what it calls the "grapevine system", dispatching program memos to its staff members each fortnight which tell them to plug the shows to four friends, who in turn pass the word along to four more friends, ad infinitum. The idea has all the possibilities of a chain letter, says CJCA.

* * *

Tags and Buttons

KFVO, Missoula, Mont., has equipped autos of employes with metal call-letter silhouettes surmounting license plates. Male staff members wear chromium and bakelite lapel buttons with call letters.

1,000 BROADCASTS of Portland's Fred Meyer Stores Inc., sponsoring *Consumer News* on KOIN, brought out station staff, sponsors and guests to celebrate. Back row (l to r): Don Douglas, Ivan Jones, Walter Stewart and Marc Bowman, announcers. Middle row: Henry Swartwood, program manager; James Riddel, vocal director; John Walker, production manager; Walton McKinney, vocalist; Stanley Church, chief announcer; Neil Mudie and Mel Smith, guests. Front row: Evelyn Haas and Rollin Killoram, store executives; Art Kirkham, KOIN public relations director; Peter Mudie, Meyer Stores radio representative; Marie Lou Nichols, KOIN hostess; Ruby Carr; C. Roy Hunt, KOIN manager.

Pharmaceutical Greeting

GREETING delegates with a special 15-minute "salute program" and cards listing all drug products advertised on the station in June, KSFO, San Francisco, will impress on the California Pharmaceutical Assn., meeting at Oakland June 19-22, its slogan: "June means vacations, but not in the advertising of drug products." Two officials of CPA will be interviewed by Walter Guild, KSFO producer, on the *Salute to Industry* feature, and delegates in Oakland will adjourn their convention for 15 minutes to hear themselves saluted by radio.

* * *

Baseball Premiums

TWELVE packages of Elam's Food Yeast are given the holders of lucky ticket numbers at each semi-pro baseball game in Chicago and a case of the yeast is awarded the winning pitcher of the Sunday games, the slugger of every home run. Elam Mills, Chicago, sponsors *The Ladder of Fame*, a baseball resume on Saturday evenings on WCBD, that city. Fans are given "Baseball Advice Books" written by Babe Ruth for coupons distributed in yeast packages.

* * *

Prizes for WPTF Likers

NIGHTLY on WPTF, Raleigh, N. C., the *WPTF on Parade* program offers a letter-writing contest, with three cash prizes awarded every week for best 100-word letters on "I like WPTF because . . . ". Prizes are $10, $7.50 and $5. All entrants get a brochure with pictures of WPTF announcers. The program features studio orchestra, vocalist, organist, guest stars and interviews with department heads.

* * *

Young Mouths Water

KIDS ARE already flocking into WTMV, East St. Louis, every Saturday morning following announcement that Edwardsville Creamery, coming sponsor of weekly *Kiddie Jamboree*, will give free ice cream to program visitors, although giveaway does not begin for several weeks. Charles E. Barnhart, WTMV feature writer, currently conducts *Kiddie Jamboree*.

* * *

Again and Again

MORE THAN 10,800 listeners responded to a mending kit offered on two broadcasts of *NBC Club Matinee*, a six-weekly afternoon show on WLS-WENR, Chicago, according to an NBC promotion piece titled "WENR-WLS Does It Again and Again". The facilities of the two stations are jointly advertised.

* * *

KWOS Special Train

ARRANGING a special excursion-rate train to carry Jefferson City fans to the St. Louis Cardinal-New York Giant double-header at Sportsman's Park, June 12 KWOS, Jefferson City, and Kellogg Co., sponsors of Card and St. Louis Browns broadcasts over KWOS, gave listeners a real-life taste of what they hear on their radios.

* * *

Through a WOR Keyhole

OUTSTANDING among the year's humorous presentations of station information is "What Goes On Here", a booklet containing some 20 pages of WOR data, presented in the best whimsical style of Joseph Creamer, promotion manager of the station.

Long-Eared Listener

JACK GRANEY and Pinky Hunter, Wheaties and Mobilgas baseball commentators of WCLE, Cleveland, offered an autographed baseball to the listener reporting reception from farthest point. Tally showed listeners in 40 States, but the winner was Raymond G. Vorthman, USS *Tracy*, Pearl Harbor, T.H., who heard the game at 9 a. m. (his time) and gave complete resume of several innings in letter. During the contest Graney and Hunter received a cable from Al Sutphin, president of Arena Co., claiming reception and asking that a ball be sent to him at Paris, France. Since he had sailed the previous week, his message was barred because he knew the contest was scheduled.

* * *

WRVA Bee Winners

CHOICE of a one-year scholarship in a Virginia college or $150 cash went to the Virginia high school senior who won the *Scholarship Spelling Bee* of WRVA, Richmond. Twelve winners of weekly elimination contests met in finals of the *Bee*, which was sponsored by Columbia Furniture Co. of Richmond and conducted by Randolph Saunders and Irvin Abeloff of WRVA. The winner, Floyd Evans, will use the money for college expenses.

* * *

Plugs for Pugs

BUICK DIVISION, General Motors Corp., Detroit, sponsoring the world's heavyweight championship fight between Joe Louis and Max Schmeling June 22, to be described by Clem McCarthy on combined NBC-Red and Blue networks, is offering merchandising support with windshield stickers saying, "My money is on"—the names of the fighters follow, and room for checkmarks; window posters in four colors; and listening-post counter cards for dealers. Agency is Arthur Kudner, New York.

* * *

Mail Bag at WLW

FOURTH annual WLW "Mail Bag" picnic was held at Sharon Woods, near Cincinnati, June 11, with "Mail Bag" Postmistress Eva Pownall welcoming more than 1,000 members of "Mail Bag" clubs through the south and middle west. On a special early-afternoon broadcast Miss Pownall presented officers of the radio club. Members of WLW-WSAI artists staff, with Charles Dameron as emcee, entertained over p. a. system.

* * *

By Popular Demand

OVER 15,700 letters were received in a week when Jimmy Scribner, who does *The Johnson Family* five days weekly on Mutual, asked listeners if they thought he should recess the program for the summer. The above figures applies only to WOR, Newark. In accordance with demand the serial started its summer schedule June 13.

* * *

INS Promotes

IN A recently issued 40-page brochure, *Some Secrets of Success in Broadcasting News*, International News Service presents testimonials from INS-users in radio, ad reprints, facts and figures. Combining mimeographed and printed pages, the book is metal-clasped on a green cover with hand-lettering in white.

Scene: NEW YORK HEADQUARTERS

A company president tells his sales manager and advertising manager:

"Your men in the field are certainly all hopped up about our new show on WLW. That's the smartest move we ever made."

WLW — *The Nation's Station*

CINCINNATI

XUM

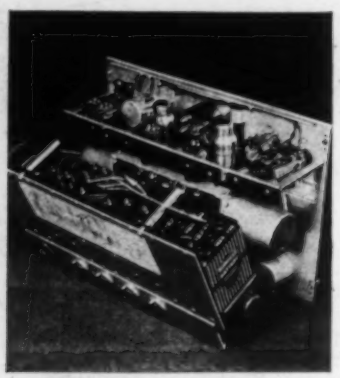
The RCA OP-5 Field Amplifier has other important features, too!

Field broadcasters like it because it's HIGH FIDELITY COMPACT ONE UNIT

1. EASY TO CARRY... EASY TO OPERATE!

Easy to carry through doors—completely enclosed in sturdy aluminum case with removable cover. No projecting knobs. Convenient carrying handle at top. Only one unit—no battery cables—flick the switch and you're ready to go.

For full details get in touch with your nearest District Office or write direct to Camden, New Jersey



2. UTMOST ACCESSIBILITY

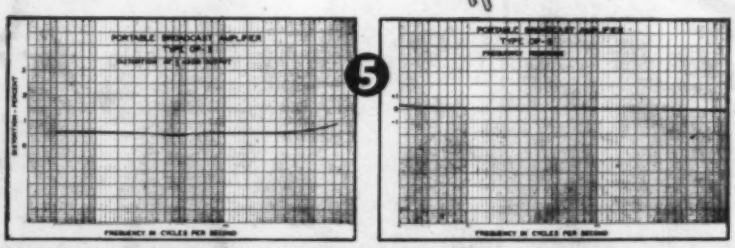
Batteries easily reached—all parts readily accessible for inspection. High quality components—ladder type mixers.

3. TEST-PROVED CONVENIENCE

Four mixers and a master gain control. Designed for use with high quality, low level mikes. Functional knobs preferred by operators—*by actual test.*

4. SPECIALLY BUILT TUBES

New, low microphonic, high gain RCA 1609 pentodes especially designed for long battery life. Draw only 1/4 amp. at 1.1 volts, filament.



5. HIGH FIDELITY; LOW DISTORTION

High fidelity operation—distortion below 1% RMS from 50 to 7500 cycles. Response uniform to ± 1 db., 30-10,000 cycles. Noise level — 58 db.

Use RCA Victor Tubes in your station—for finer performance.

RCA **Broadcast Equipment**

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